

**ECOTOURISM IN THEORY AND PRACTICE:
A CRITICAL CASE STUDY OF NORTHERN THAILAND**

By

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Appendices 2.1 – 4.5 inclusive; appendices 6.2, 6.3, 7.2 & 7.4 (title and source details only scanned).

Abstract

This study aims to determine whether ecotourism as currently practices in Northern Thailand conforms to international principles of ecotourism or contributes to sustainability. To achieve the objectives of the study, the methodologies adopted for data collection were: semi-structured interviews and focus groups with local residents and other stakeholders; participant observation; and self-completion visitor surveys. The study first established criteria to assess and evaluate the situation and potential of tourism in the case study communities. Three case studies of Huai Hee in Mae Hong Son province, Umphang in Tak province and Mae Ta Man in Chiang Mai province were investigated to demonstrate the potential and explore the possible merit of ecotourism development in northern Thailand. The selected case studies offer different ownerships, perspectives and approaches of tourism management and operations. The case studies share in common the fact that tourist activities are taking place in the remote areas and operated in a natural environment.

The findings revealed that tourism in Northern Thailand was determined as being unsustainable because it does not manifest the core elements of sustainability and does not meet the criteria of international principles of ecotourism. In practice, 'ecotourism' is interpreted and used differently by stakeholders. Both individual ecotourism enterprises and the overall concepts and principles of ecotourism are continually beset by large-scale interests seeking to divert or co-opt them for different purposes. For example, it is used as a means of: marketing strategy to promote tourism products; community development and management and conservation of natural resources; and negotiation with the government about land property rights and to mitigate the conflicts between the government and the local people. Ecotourism contributes to local income generation and distribution whilst having potentially impacts on natural resources, culture and society of the host destinations. The study also revealed a lack of educational provision, public participation and cooperation amongst stakeholders in tourism development processes. To achieve sustainability of tourism, the study suggests in addition to unity and clarity of ecotourism definition, a partnership management approach, between the local community, public sector and private tourism entrepreneurs.

Declaration

1. The candidate, Bussaba Sitikarn, while registered for the degree of Doctor of Philosophy, was not registered for any other award of a university during the research programme.
2. The candidate, Bussaba Sitikarn, while registered for the degree of Doctor of Philosophy, did undertake and complete advanced studies in connection with the programme of research in partial fulfilment of the requirements of the degree.

Bussaba Sitikarn

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Abbreviations

ASEANTA	The ASEAN Tourism Association
ATTA	The Association of Thai Travel Agent
CBE	Community- Based Ecotourism
DANCED	Danish Cooperation for Environment and Development
DINP	Doi Inthanon National park
ECOS	The Ecotourism Opportunity Spectrum
FIO	The Forest Industry Organisation
HH	Huai Hee Destination
IMF	International Monetary Fund
IUCN	The World Conservation Union
LGMB	Local Government Management Board
MHS	Mae Hong Son province
MTM	Mae Ta Man Destination
NGOs	Non Government Workers
NNF	The North Net Foundation
NESDP	The National Economic and Social Development Plan
NESBD	National Economic and Social Development Board
NICs	The East Asian Newly Industrialised Countries
NTD	Northern Thailand
PATA	The Pacific Asia Travel Association
PPCC	The Joint Public and Private Sector Consultation Committee
PRLC	The Project for Recovery of Life and Culture
RFD	The Royal Forest Department
ROS	The Recreation Opportunity Spectrum
R&R	Rest and Recreation
SEA	South East Asia
SPSS	The Statistical Package for Social Science
TAO	The Tambon Administrative Organisation
TAT	Tourism Authority of Thailand
TRF	Thailand Research Fund
TC	Tambon Council
TDRI	Thailand Development Research Institute
TG-HDP	The Thai-German Highland Development Project
TIAC	The Tourism Industry Association of Canada
TISTR	Thailand Institute of Scientific and Technological Research
TOMM	Tourist Optimisation Management Model
TOS	The Tourism Opportunity Spectrum
TOT	The Tourist organisation of Thailand
TTP	Total Tourism Product
UDA	Umphang District Administration
UEC	Umphang Tourism Club
UNCED	The United Nations Conference on Environment and Development
UNEP	United Nations Environmental Program
UNDP	United Nations Development Program

Abbreviations (Continued)

UP	Umphang Destination
UTPC	Umphang Tourism Promotion and Conservation Club
UWS	Umphang Wildlife Sanctuary
WCED	World Commission on Environment and Development
WTO	World Tourism Organisation
WTTC	World Travel and Tourism Council

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Mum! Your wish is fulfilled...so you can be proud of me as you always are.

I love you and miss you so much!



The Sofa

“Ev’n the favour’d isles,
So latterly found, although the constant sun
Cheer all their seasons with a grateful smile,

Can boast but little virtue; and, inert
Through plenty, lose in morals what they gain
In manner - victims of luxurious ease.

These therefore I can pity...
But, far beyond the rest, and with most cause,
Thee, gentle savage![Omai] whom no love of thee

Or thine, but curiosity perhaps,
Or else vain glory, prompted us to draw
Forth from thy native bow’rs, to show thee here

...The dream is past; and thou hast found again
Thy cocoas and bananas, palms and yams,
And homestall thatch with leaves.
But hast thou found
Their former charms?

William Cowper, 1783

Part One

Context and Conceptual Basis

Chapter One Introduction to the Research

**Chapter Two Sustainable Development and Tourism: the
Foundation of Ecotourism**

**Chapter Three Sustainable Tourism Management and
Guidelines for Practice**

CHAPTER ONE

Introduction to the Study

1.1 Introduction: The Context of the Problem

'To achieve the global principle of sustainable tourism, the concept of ecotourism has become a central platform in many countries' development strategies in recent years, including Thailand..., not only as an alternative to mass tourism but as a means of economic development and environmental conservation...'

(Tourism Authority of Thailand, 1996)

In Thailand, tourism has been recognised by the government, particularly since 1977, as a means of assisting in the process of national development, earning hard currency and as a substantial opportunity to diversify into an international growth activity. Thailand, however, has invested heavily in the tourism sector without a real sustained consideration given to the industry's role in the development process, and with little experience in developing this sector of the economy (Thailand Institute of Scientific and Technological Study, TISTR, 1997). As Kaosa-ard et al suggest:

'Thailand has viewed tourism as a means to quick and easy foreign exchange earning. This approach has resulted in the formulation of policies that seek to encourage and promote visitation while largely neglecting carrying capacity issues...Policies have tended to concentrate upon marketing at a time when investments are needed for environmental maintenance and protection. This approach is further reflected in recent budget cuts, which have served to alter restoration plans'

(Kaosa-ard et al, 2001, p.110)

As a result, tourism development has led to somewhat less than optimum results, often with irreparable damage to the environment and negative consequences for the social and cultural values of society. More recently, to help overcome problems created by tourism development in the past, the Tourism Authority of Thailand (TAT) (the

government agency which is directly responsible for tourism) has drawn up new policies and guidelines for the development of sustainable tourism¹ (TAT, 1995). In this situation, 'ecotourism'² has been introduced as a major element of the industry for development since 1995, to ensure as far as possible that the negative impacts from the activity are controlled and minimised, whilst the positive impacts are enhanced (TAT, 1995). Ecotourism has as a result become a key component of tourism development in the country, with emphasis not only on ecological sustainability, but on social and cultural sustainability as well (TAT, 1995). It is considered to be the alternative most suitable to be developed as the country's main form of tourism and to provide an appropriate management system in the future (TISTR, 1997). In practice, however, the term 'ecotourism' is perceived differently and often used merely as a new marketing strategy to promote tourism products in the country, rather than as a contributor to conservation and preservation of natural environment, society and culture of the tourist destinations as originally proposed, particularly in northern Thailand (TAT, 2000; TISTR, 1997).

Northern Thailand is one of the country's key 'ecotourism' destinations, in operation since the early 1970s, and now famous for jungle trekking, bird watching, elephant riding, river rafting and cultural tours. More recently, ecotourism has also been viewed by the government and by TAT as a potent instrument for rural economic development, local empowerment and environmental conservation³.

¹ Tourism Authority of Thailand (TAT) defines Sustainable Tourism as tourism that is developed and managed in such a way that all tourism activities which in some way focus on a heritage resource (be it natural or cultural) can continue indefinitely.

² Ecotourism has been introduced as responsible travel to natural areas which is intended to conserve the environment and improve the welfare of local people, including social and cultural elements, educational aspects for tourists and local people, involvement of local people, and tourists' satisfaction.

³ Following the National Economic and Social Development Plans in 1961, all common lands became legally state property. Local commons such as forests and grazing areas were incorporated into national parks and wildlife sanctuaries. And at the same time, the local residents have been forced to evacuate from the communities that for generations settled in the national park area (the case is discussed in 4.5.1 and Chapter 6). The land ownership problem causes conflict between the indigenous people and the Royal Forestry Department (RFD), the local residents are blamed for causing the natural resources deterioration and threatened with evacuation elsewhere. Therefore the local residents attempt to use ecotourism as a way to negotiate with authorities to allow them to stay on their traditional lands. Attempts are being made through the implementation of ecotourism to prove that the indigenous people are the ones who have been taking care of the natural environment not destroying it, as it is part of their life.

It has been introduced to the local population as an alternative to the local income generation and wealth distribution as well as a solution to poverty, land scarcity and low agricultural productivity in the host community. Thus a growing number of indigenous communities in the northern region have been turning to ecotourism as an alternative to the further growth of commercial agriculture. In 2002, there were 72 so-called ecotourism destinations administered by host communities and another 92 destinations administered by either government, NGOs related organizations or institutions (Thailand Research Fund (TRF), 2002, pp.144-163). In addition, there were 672 tour operators⁴ purporting to offer an 'ecotourism experience' in the northern provinces of the country (Tourist Business and Guides Registration Office Northern provinces, 2003).

Despite the apparent potential of ecotourism, however, overall tourism development in northern Thailand is beginning to decline, producing both cultural and environmental problems (TAT, 1998). In this context, ecotourism has not yet proved its long-term benefit or sustainability: the case remains to be made. This begs the question as to whether ecotourism, as practiced in northern Thailand, is really the sustainable development option it is claimed to be.

Therefore, this study aimed to assess tourism development in northern Thailand and sought to answer two fundamental questions: 1) is ecotourism, as practiced in northern Thailand, in accordance with international principles of ecotourism and; 2) does it contribute to or detract from the sustainability of tourism in the region. The outcome of this research suggests that the practice of sustainable tourism may need to be reconsidered and other alternatives for tourism development will need to be put forward in order to achieve sustainable development in the country.

⁴ The total numbers of registered tour operators in Northern Thailand on date 30 April 2003. The tour operators are divided into 3 types: inbound tour operator, outbound tour operator and provincial tour operator.

1.2 Research Issues and Objectives

Following the Asian economic crisis in 1997, the Thai government looked to tourism as an opportunity to boost its weakened economic situation. As such the tourism industry has played a significant and successful role in the recent recovery of the country's economy (Kaae and Tofikar, 2001, p.179).

In adapting the global principles of sustainable development, the Thai government committed itself to Agenda 21 (Section 2.2) and undertook to prepare strategies and action plans to put sustainable development into practice. The development of suitable forms of tourism and recreation has increasingly been considered to be a part of this international commitment by the Thai government. Following Agenda 21 (See page 14 below) for the Travel and Tourism Industry⁵, attempts have been made to implement ecotourism as offering the potential to focus the benefits of tourism on the local population and environment while minimizing negative impacts. Ecotourism has recently been heavily promoted in the country and marketed in response to the declaration of 2002 as the International Year of Ecotourism⁶.

One particular area with a high level of tourist activity and tourism investment is northern Thailand⁷. The region provides a relevant and potentially valuable example for investigation of the research question. The northern region of Thailand has become a popular tourist destination primarily because of hill trekking activities. Hill trekking emerged in the region in the early 1970s as a counter culture orientated activity. It was a form of alternative tourism involving a combination of culture, adventure and nature. Trekking was an activity undertaken by the motivated tourists mainly to see *authentic* primitive hill tribes (Cohen, 1989) and as demonstrated by Dearden (1995) below.

⁵ The Agenda 21 action plan sets out a systematic framework to make the tourism industry more environmentally responsible. It urges governments to work with local authorities and the private sector wherever possible to develop an environmental programme for management decisions regarding the industry and tourism destinations. Cooperation among all interested parties will be the key to developing successful management systems (<http://www.rec.org/rec/bulletin/bull61/tourism.html>, 11/12/03).

⁶ The declaration of the Year 2002 as the International Year of Ecotourism *Quebec Declaration on Ecotourism* was established and promoted by the World Ecotourism Summit, UN (2002).

⁷ Northern Thailand is famous for natural beauty, distinctive history, ancient building and artifacts, religion, cultural heritage, traditions, and activities.

‘ Northern Thailand has the largest trekking industry in the world in terms of the numbers of people who come to undertake the activity, over 100,000 per year.’

(Dearden, 1995, p.21)

Some critics argue that ecotourism's rapid growth can actually be harmful if it is not properly managed (Carter, 1994; Croall, 1995; Savage, 1993; Swarbrooke, 1998; Wall, 1995) and tourism in northern Thailand is no exception. It has been facing numerous problems because of the deterioration of many tourism sites both in cultural and environmental aspects. These problems are caused by a lack of appropriate maintenance and management of tourism sites or activities, inefficient transportation service especially during special events, environmental problems in large communities and high tourism competition from nearby countries (TAT, 1998). According to Dearden and Harron (1994) for example, the trekking industry has undergone a transition from being essentially 'experiential' to 'recreational'. It is changing from a concentration on primary ethnic tourism where the hill tribes constituted part of the experience, to commercial and largely non-authentic activities such as river rafting, elephant riding and wildlife viewing. Tourism development in the highlands has resulted in increased commercialization and the loss of cultural identity and integrity of the local communities. These changes may lead to a loss of visitors who are interested in the primary ethnic tourism of seeing the hill tribes.

Further, in addition to environmental degradation related to scattered waste disposal and damage to trees, Toyota (1996) indicates that trekking in Akha village in the Chiang Rai province of northern Thailand has resulted in drug commercialization and addiction. The introduction of tourism has led to economic differentiation among villagers, with some using the sale of heroin and opium to visitors to earn easy cash, helped by opium-smoking demonstrations.

Although ecotourism has been seen as the way to mitigate these impacts, there are potential implications with the interpretation of the term when it is put into practice. The

tourism entrepreneurs have used 'ecotourism' as an umbrella term for many different kinds of activities variously described as natural tourism, adventure tourism, agro-tourism, cultural tourism, and historical tourism (Eksekutif, 1995). Therefore, the ecotourism concept has been subject to wide and varied interpretation. As such, stakeholders perceive the term and its implementation differently and sometimes cynically. This suggests the need for further clarification of the issue because the industry is now faced with the possibility of implementation of various forms of ecotourism whose selection may depend on which particular interpretation of ecotourism is adopted. In practice, ecotourism development may not always contribute to the sustainability that international principles of ecotourism hope to attain (Sections 2.5.3 and 2.7).

Consequently, the overall objective of this dissertation is to **examine the relevance of the international principle of ecotourism to the sustainable development of tourism in northern Thailand**. The underlying 'sustainable' concept of 'think globally, act locally' (WCED, 1987) may need careful scrutiny since the international concepts themselves may not take into account local conditions due to differences in socio-political, cultural and economic structures in different parts of the world. As a result, interpretation and hence implementation of the concept may require different approaches between different destinations. With this in mind, this dissertation sets out its **hypotheses**:

- 1) The practical implementation of ecotourism in northern Thailand does not conform to the international principles of ecotourism; and
- 2) The current situation of ecotourism in northern Thailand does not contribute to sustainability.

If the hypotheses are supported, then the potential implication is that ecotourism in northern Thailand may not be having the beneficial effects hoped for, and indeed may be causing negative impacts. This could imply that the international concept of ecotourism at least in its present form is not applicable to the context of northern Thailand. However, it may be argued that although tourism at the investigated locations may not conform to all of the key ecotourism characteristics, it may be the most

applicable form of tourism that may contribute to sustainability of destination and be appropriate to people in the host community. Consideration has been given here to the implications of the study findings for future tourism development policies, planning and ecotourism study in Thailand, so that the negative impacts of tourism development in the destination and its surroundings can possibly be prevented. Otherwise there will be great loss for the host communities in terms of environmental and cultural deterioration, which may affect their lifestyle. Another long term implication may possibly be the loss of visitors due to over development and exploitation of resources that are main tourist attractions. As a consequence, decline of natural and cultural resources in the region may have implications for Thailand's share of the world tourism market. This would directly affect employment opportunities for the people as well as the income of the country.

1.3 Research Questions

This study seeks to investigate the relationship between the international principles of ecotourism development, and the outcomes in practice of ecotourism implementation in northern Thailand. In seeking to better understand the issues, it is essential that the situation of ecotourism is critically investigated in order to identify both the processes, and consequences in moving towards understanding of the provision of infrastructure for development and the policy and institutional prerequisites for planning and managing tourism in Thailand. Thus, a number of questions arise including:

- What is the state of implementation of ecotourism, and to what extent and in what form has ecotourism been implemented in northern Thailand?;
- What are the impacts for the environment, economy and society resulting from ecotourism development in the destination areas, as perceived by the local residents and other stakeholders?;
- What are the types and levels of the involvement of stakeholders and other actors in the development of ecotourism?; and
- What are the key explanatory factors of the present situation of ecotourism in the destination areas?

To achieve the objectives of the study, it is important to be clear about what ecotourism is and what it is not (see Chapter 2). Briefly, ecotourism is meant to reflect the fundamental idea of balancing and maintaining integrity of environment, economy, society and culture of the destination areas. The goal of ecotourism overlaps between these aspects, which in practice may not be equally emphasized in any destination. This is because one place may rather emphasize one particular aspect more than others depending on the development goals and local context. Based on this point of view, for this study, an attempt has been made to determine whether ecotourism has made a contribution to the goals of economic, social, cultural and environmental sustainability of the investigated locations.

1.4 Scope of the Research

Overall, this dissertation is concerned with three main concepts: sustainable tourism; ecotourism; and tourism development in northern Thailand. Discussion focuses on the way in which sustainability is reflected through current tourism developments in northern Thailand. In particular, it focuses upon a new form of tourism 'ecotourism' that has become popular, in part as a response to the perceived unsustainability of tourism development to date.

Three case studies of ecotourism destinations have been investigated, mainly in terms of:

- 1) The main impacts of tourism development on economy, environment, society and culture;
- 2) The nature of the involvement of stakeholders and other actors in the ecotourism development process;
- 3) Determining whether ecotourism, as practiced in the northern region of Thailand is in accordance with the international principles of ecotourism; and
- 4) Determining whether ecotourism as currently practiced is a sustainable option for tourism development in the region.

The results of the study will assist in providing an explanation of the ecotourism processes and related issues as a contribution to the debate as to whether the international principles of ecotourism can be successfully applied in northern Thailand.

1.5 Research Organisation

As shown in Figure 1.1 below, the dissertation consists of ten chapters. Following this introduction, Chapter Two provides an overview and introduction to the nature of tourism and what has been given the term 'ecotourism' and related aspects. This includes: sustainable development; the analysis of tourism impacts on the economy, environment, society and culture in destination areas; sustainable tourism; ecotourism and its opportunities and constraints. The chapter also explores the roles of public participation as well as an involvement of stakeholders and other actors in tourism development process, in order to determine whether local involvement is a means of achieving sustainability. The chapter concludes with a definition of ecotourism that has been developed to be used as a baseline concept for analysis of the situation of tourism in the case study communities.

Chapter Three explores the management of sustainable tourism; attention is focused on its specific components and on the principles, guidelines and indicators of how to make ecotourism more sustainable at the destination level. The chapter also presents the development of the assessment criteria established particularly for this study to assess the current situation of tourism in the case study communities, so that the current situation of ecotourism could be evaluated as to whether it conforms to international principles of ecotourism and thus contributes to sustainability of the destination or not.

Chapter Four establishes the baseline of tourism development and management in Thailand and how ecotourism has come to be viewed as a solution in the development of tourism in the country. This includes an overview of the growth of interest and concern in tourism development in Thailand; its consequences; the ecotourism operation in the northern region of the country; ecotourism principles and policies in Thailand, as well as the roles and involvement of stakeholders in the development

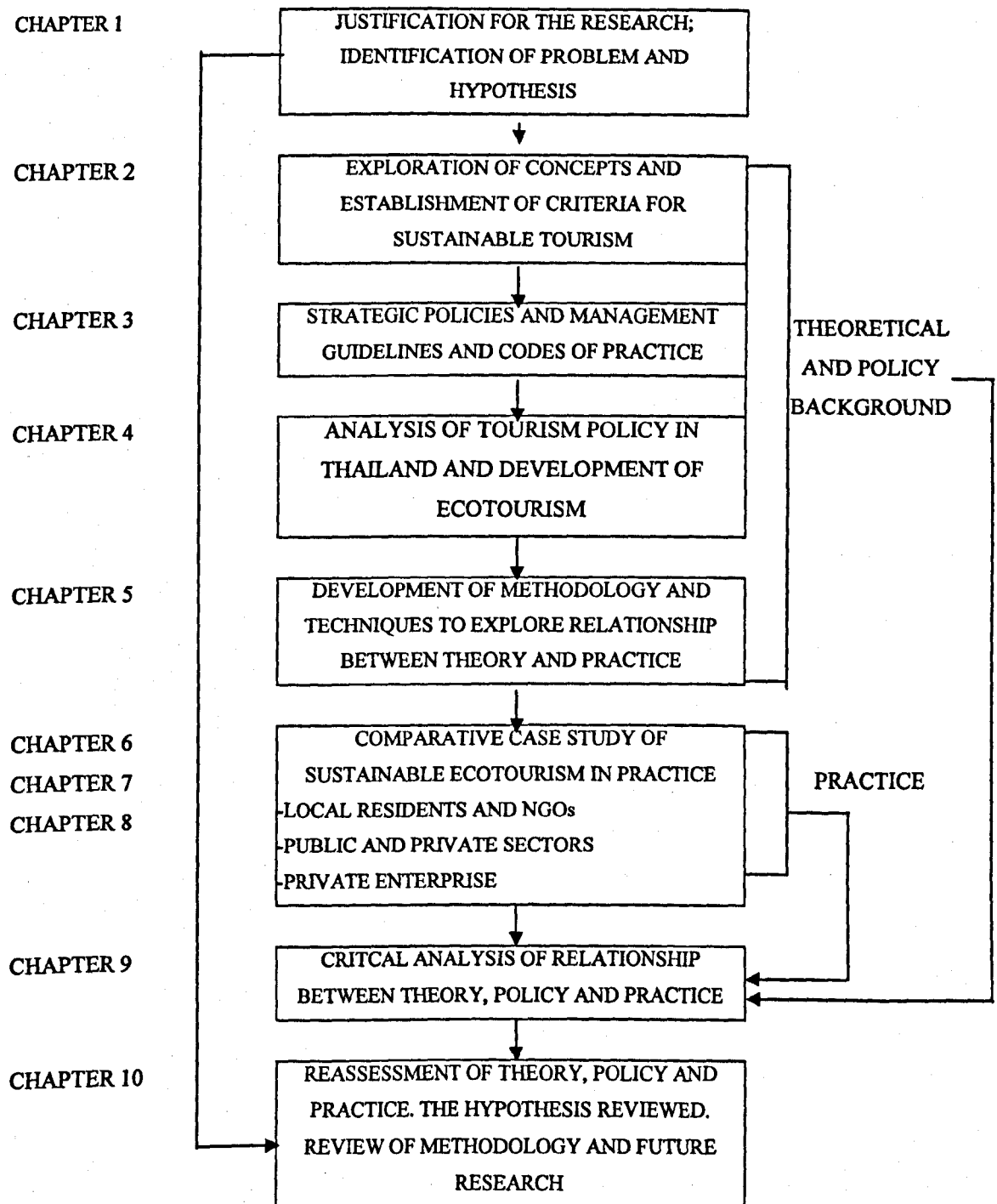
process. These have been critically examined in order to provide knowledge and better understanding of the context of ecotourism in northern Thailand.

The methods chosen to investigate and analyse the research questions are reviewed in Chapter Five. The structures of the surveys and techniques were derived principally from the literature presented in Chapters 2, 3 and 4. A multi-methods approach was employed to obtain information from different sources. These methods included semi-structured interviews, focus groups, participant observations and questionnaire surveys. They were used for analysing the impacts and consequences of ecotourism development in the areas, together with unpublished and semi-published documents and records to secure the benefits of triangulation. The chapter also explores and justifies the selection of case study locations as well as discussing the limitations of the study.

In Chapters Six, Seven and Eight, the profiles of the three case study areas are set out, including the results of the findings of the in-depth interviews, focus groups, participant observations and visitors' survey in the three case study communities. The results of the study show the attitudes and perceptions of the respondents towards ecotourism development in northern Thailand, and also provide an objective account of the involvement of stakeholders in the local tourism industry. These chapters present a profile of ecotourism in northern Thailand, providing a better understanding of the destinations and their tourists. An analysis and discussion of the case studies follows in Chapter Nine.

Chapter Ten presents the conclusions of the study, drawing together the elements of the research to answer the research questions with a critical discussion of the findings and their implications. The consequences of tourism development, as perceived by host residents and other stakeholders in the tourism development process are critically compared with the principles of ecotourism and sustainable tourism. The chapter concludes with an examination of whether the ecotourism as practiced in northern Thailand conforms to the 'international' principles of ecotourism and contributes to sustainability, as well as suggestions and recommendations for further study.

Figure 1.1 Structure of Research



CHAPTER TWO

Sustainable Development and Tourism: the Foundation of Ecotourism

2.1 Introduction

This chapter provides a comprehensive discussion of ecotourism and how it becomes a considered pathway to sustainability. The chapter reviews the various definitions which have been given to the term 'ecotourism' and related aspects, including: sustainable development; impacts of tourism; sustainable tourism; public participation and the role of stakeholders and other actors in the tourism development process. The purpose of this chapter is to set a theoretical framework within which ecotourism and sustainability can be discussed in detail in subsequent chapters.

As ecotourism has become a somewhat ubiquitous concept, the chapter concludes with the selection of an ecotourism definition that is classified according to the core principles of the concept and provides the formulation of detailed international principles of ecotourism.

To deal comprehensively and conclusively with the wider definition of sustainability is beyond the capacity of the present study but it is necessary to revisit some few selected definitions of sustainable development, sustainable tourism and ecotourism. These concepts are examined in order to identify common themes and principles that have been used in this study as a framework to analyse the current situation of tourism in northern Thailand (Chapter 9). These are discussed below.

2.2 Sustainable Development

Past development that mainly emphasised economic growth has resulted in negative effects on the environment that have often produced negative pressures on the well being of the people (WCED, 1987a). To prevent this situation, the concept of sustainable development was introduced. It was first presented in the World Conservation Strategy (IUCN, 1980) but was popularized by the World Commission on Environment and Development (WCED, 1987b, p. 8). The WCED defined sustainable development as

'development that meets the needs of the present without compromising the ability of future generations to meet their own needs' (WCED, 1987b, p. 43). This definition introduces three key components: development; needs; and future generations. According to Blowers (1993) and Moughtin (1996, pp. 4-5), 1) 'development' refers to improvement of quality and progress in all aspects of culture, society and economy, not merely to economic growth in physical or quantitative terms; 2) the term 'needs' emphasises people's basic needs that are to be met as well as providing an equal and fair opportunity to people to develop their lives to the levels to which they aspire; 3) in the development process, there is a moral duty that the environment is looked after and handed on to 'future generations' with at least the same value of natural capital assets as at present. This analysis of the definition of sustainable development suggests that future development should work toward continuous improvement of the overall quality of collective human living at all global, national and local levels; with emphasis on equality in meeting human needs, including those of the future generations.

Thus, sustainable development is seen as a process of change to reduce human impacts so that global ecosystems can continue to sustain human life and societies indefinitely. To achieve these goals, the emphasis focuses on reviving growth, changing quality of growth, meeting basic needs, stabilising population, conserving and enhancing resources, reorienting technology and managing risk and including environment in economic benefits (Kirkby, 1995). However, Mowforth and Munt (1998, p.24) argue that it contains inbuilt assumptions about the need for continued expansion of the world economy and that it fails to stress the radical changes to human population, life style and behaviour needed in order to avoid the greater disruptions of human consumption and contamination of natural resources. The key practical issue is how to bring about such changes deliberately with minimal disruption. Concern has subsequently grown about the effects of continuing misuse of the earth's resources. Subsequent to the publishing of the WCED Report (Our Common Future), the United Nations Conference on Environment and Development (UNCED) was held in Rio de Janeiro in June 1992 (The Earth Summit) with its intention to move forward the achievement of the WCED's recommended aims. Among the outcomes was Agenda 21, a comprehensive programme of recommended action to be taken across the world to ensure 'sustainable

development' in the 21st Century; that is economic growth achieved without damage to the environment (UNCED, 1992).

Agenda 21 emphasised four groups of topics: 1) social and economic development; 2) resource management; 3) strengthening the participation of major groups; and 4) means of implementation. This was the first document of its kind to achieve widespread international agreement in principle and is referred to as a blueprint for securing the sustainable future (Middleton and Hawkins, 1998, p.236). Many definitions that either complement or further refine this document have been suggested. According to Walker (1997, p.64), sustainable development in definition has evolved from being a description of an objective, such as the original WCED or Brundtland definition, to become a principle or code of conduct which may guide and provide a framework for decisions. For example, UNCED defines sustainable development as 'development that implies improving the quality of human life for all the world's population while living within the overall renewable carrying capacity of supporting ecosystems' (Middleton and Hawkins, 1998, p.247). By quality of life, the achievement of sustainable development invariably implies integration of the competing objectives and simultaneous achievement of development and environmental goals (Mitlin and Satterthwaite, 1996, pp.23-27).

In terms of principle, (McIntyre, 1993, p.10) outlines three main goals of sustainability:

- Ecological sustainability: ensures that development is compatible with the maintenance of essential ecological processes, biological diversity and biological resources;
- Social and cultural sustainability: ensures that development increases people's control over their lives, is compatible with the culture and values of people affected by it, and maintains and strengthens community identity; and
- Economic sustainability: ensures that development is economically efficient and that resources are managed so that they can support future generations.

McIntyre (1993) and WCED (1987, p.49) suggest that to achieve these goals, policy changes will be required in activities of all countries with respect both to their own

development and to their impacts on other nations' development possibilities. The development needs to be focussed on integrated approaches and balance among environmental, economic and social aspects and to reject single goal planning (Wight, 1993). Butts (2000, p.36) argues that the difficulty with sustainable development is that change does not effect all equally, as communities consist of many different groups; in a situation of limited resources, not all can benefit equally. Therefore the critical questions remain: what kinds of policies will be necessary to achieve sustainable development so that the goals of sustainability are maintained?; How is this to be achieved?; and do all interest groups have the same intentions or aspirations in terms of sustainability?

Although sustainable development is a contested concept with many potential interpretations, some core principles underlying this concept of development are often identified as follows (see also Appendix 2.1 Key Principles of Sustainable Development):

- Overall improvement in the quality of life;
- Intra-generational equity;
- Inter-generational equity;
- Local self sufficiency;
- The precautionary principle;
- Participation; and
- Integration.

The principles identified above are essential core principles for achieving sustainable development, which are applicable globally. The first four principles provide a guide to sustainable development, in which overall improvement in the quality of life and achievement in an equitable manner should be focussed in both present and future terms, and which has only minimal impacts of development on the environment. The last three serve as a guide to how development processes can be implemented that are likely to lead to improved sustainability. The current trends towards environmental awareness and the rising popularity of the 'sustainable' movement in all its forms show that many

in the world are becoming aware of the mistakes that have been made in the past. The need both to correct these whenever possible and to prevent them being repeated in the future is announced.

2.3 Tourism in Environmental, Economic, Social and Cultural Contexts

Among many other industries, tourism is assuming a place as the world's largest industry (Fennell, 1999, p.50; Middleton and Hawkins, 1998; Theobald, 1998b; WTO, 1997), and becoming the most diverse industry and one of the most important social and economic activities of today's world. (WTO, 1997). By 1995 total international arrivals in all destinations were over 563 million. The international tourist numbers increased by about 4 per cent annually during the 1990s. The WTO estimates that international tourist arrivals world-wide will increase from 673 million in 2000 to 1.05 billion in 2010 (WTO, 1996, p.25) and by the year 2020, there will be 1.6 billion, spending over US\$2 trillion (WTO, 1998). Based on this, international arrivals are expected to grow at an average of 4.3 per cent globally and spending at 6.7 per cent per year. Consequently, many countries in the world are now reliant on this dynamic industry and seeking to develop tourism especially when other forms of economic development, such as manufacturing or the exploitation of natural resources, are not commercially viable (WTO, 1997). Tourism has become an important source for generating economic benefits of foreign exchange income, employment, government revenues, private sector growth and infrastructure development (Edgell, 1990; Laws, 1995; Robert, 1983; WTO, 1997). One of the most rapidly growing destination regions in this aspect is South-east Asia (SEA). The international tourism receipts of the region increased greatly between 1990 and 1994 (WTO, 1996) and are expected to continue at a growth rate of 11 per cent in 2005 (WTO, 1993a, p.24). The most significant international tourism activity in SEA is concentrated in a few urban areas including Bangkok, Jakarta, Kuala Lumpur, Manila and coastal resort areas such as Pattaya, Phuket, Bali and Penang (WTO, 1996). Although tourism has become a crucial component in the economy of many countries around the world (Hunter and Green, 1995, p.169; Law, 1993, p.30; OECD, 1980, p.6), it is recognised that the introduction of tourism in any tourist destinations will bring

change (Glasson et al., 1995, p.55) as it relies directly and indirectly on a range of resources including aspects of natural, built and cultural environments at destination areas and beyond (Hunter and Green, 1995, p.169). Tourism impacts occur through the construction and operation of tourist facilities or services and from the activities of tourists themselves (Hunter and Green, 1995, pp.6, 12; WTO, 1994, p.32). Thus, it may have indirect impacts and induce further development and associated impacts, which may be difficult to identify and are not amenable to straightforward evaluation (Briassoulis, 1991 cited by Hunter and Green, 1995, p.12).

According to Hall (1998, p.224), tourism impacts on the integrity and quality of the environment can be classified into two categories: natural and cultural environment⁸ and infrastructure environment⁹. The impacts of tourism can be examined in terms of positive benefits as well as negative effects on both the natural and cultural environments of a destination. The most negative impacts have been seen as environmental degradation, displacement of local people, and the loss of cultural identity and integrity that includes changes in: the division of labour within the family unit and the role of women in the community; consumption patterns; and the locals' occupations (Carter, 1997, p.70; Carter and Goodall, 1997, p.85; Cohen, 1996; Hitchcock et al., 1993; Inskeep, 1991, p.16; Kaosa-ard et al., 2001, p.129; Mathieson and Wall, 1982, pp.1-3; Page, 1995, p.8)

For better understanding of how tourism can cause impacts on the host destination, the following sections discuss the potential and actual impacts, both negative and positive of tourism, and how to mitigate the negative impacts caused by tourism development. Although impacts are often discussed as isolated topics, in reality an environmental impact will rarely be isolated from other impacts. This will become apparent in the discussion which follows.

⁸ There are two subdivisions: 1) the physical environment, includes geographical and geological conditions and scenery; and 2) the bio-geographical environment, includes forests, wildlife, marine life and flora.

⁹ These include archaeological sites and objects, sanctuaries, and arts and cultural activities.

2.3.1 Environmental Impacts of Tourism

'The environment is probably one of the most important contributors to the desirability and attractiveness of a destination. Scenic sites, amenable climates and unique landscape features have an important influence in tourism development and the spatial distribution of tourism movement'.

(Coccossis and Nijkamp, 1995, p.4)

Tourism and the environment are inter-dependent as tourism involves and relies on natural or human resources as part of its product especially in a relatively undeveloped state (Buckley, 1999, p.22; Ceballos-Lascurain, 1996b, p.19; Murphy, 1985; Theobald, 1998a, p.178). The high quality of the environment is frequently the primary attraction for tourists (Ceballos-Lascurain, 1996a, p.19). The natural and built environments¹⁰ provide many of the attractions for tourists as well as supporting tourism by serving other functions (Hunter and Green, 1995, p.11). In terms of the relationship between tourism and the physical environment, Budowski (1976) indicates that the relationship can be classified into three types: 1) conflict; 2) coexistence where tourism and environmental conservation can exist side-by-side and with little interaction; and 3) symbiosis where tourism and environmental conservation can be mutually supportive and beneficial. Under symbiosis, tourists benefit from the visitor experience and the environment receives improvements in management practice.

According to WTO (1994, pp.32-34), because components of the environment are inter-linked, a tourism activity which impacts on one aspect of the environment may produce and indirectly impact on another. Tourism can generate both positive and negative environmental impacts that are not restricted to destination areas, but will spread over a wider area depending on the strength of the linkages (such as economic, social, transport, environment) between the host area and its surroundings (Briassoulis, 1991). Moreover, due to the seasonal nature of tourism, environmental problems often occur

¹⁰ The natural environment includes such features as air, water, flora, fauna, soil, natural landscape (including geological features) and climate. The built environment refers to urban fabric and furniture, buildings and monuments, infrastructure, human-made parks and open spaces and other elements of 'townscape'. The cultural environment includes the values, beliefs, behaviour, morals, art, laws and history of communities (Hunter and Green, 1995, p.11).

only during the peak season when overloading of the infrastructure and overuse of attractions, facilities and services take place (WTO, 1994). The most common negative impacts of tourism are shown in Table 2.1.

Table 2.1 Potential Environmental Impacts of Tourism (WTO, 1994, p.33)

- Water pollution resulting from improper development of sewage and solid waste disposal systems for hotels and other facilities. There can be pollution of river, lake and coastal waters from sewage outfall lines, and of groundwater by seepage of waste material.
- Air pollution resulting from excessive use of internal combustion vehicles (car, taxis, buses, motorcycles, etc.) in tourism areas. Airplanes, used by many tourists for longer-distance travel and for local air tours generate some air (and noise pollution).
- Noise pollution generated by a concentration of tourists and tourist vehicles.
- Visual pollution resulting from several factors such as inappropriate new building, poorly designed hotels and other tourist facilities; badly planned layout out of facilities; inadequate landscaping of facilities; use of large and ugly advertising signs; and obstruction of scenic views by tourism development.
- Waste disposal problems of littering the landscape by tourists, and improper disposal of waste generated by tourist facilities.
- Trampling of vegetation.
- Ecological disruption of natural areas by overuse by tourists and inappropriate tourism development. Coastal, marine, mountain and desert environments, all important types of tourism areas, are particularly vulnerable to ecological damage.
- Over consumption of local water supply by tourism development.
- Damage to archaeological and historic sites by: overuse or misuse by tourists and inappropriate tourism development, erosion of the physical fabric of building and; insensitive rehabilitation of heritage sites.
- Environmental hazards and land use problems resulting from poor planning, siting and engineering of tourist attractions and facilities.

Source: Adapted from WTO (1994, p.33), Pearce (1989, cited by Glasson et al, 1995) and Tourism Concern (2001)

The impact of tourism on the environment is the result of direct, indirect and induced impacts, which are difficult to distinguish one from another (Briassoulis. and Straaten, 2000, p.4). However, it can be observed in the different levels of degradation of the

natural environment depending on the stage of development in a destination, which can be classified as follows:

- Deterioration of the natural environment due to pollution in tourist destinations; sewage and garbage are major problems caused by tourist business entrepreneurs. Additionally, polluted air and water, dust, fumes and noise arising from traffic congestion also degrade the natural quality and beauty of a tourist destination and its surroundings (Williams, 1998, p.2). When environmental features lose their natural balance, the result is a disturbed ecosystem such as polluted water ways, discolored beaches, stench from dumped garbage and the rapid destruction of flora and fauna;
- Building and structures; poorly designed buildings which do not comply with local building control can cause negative impacts on the picturesque scenery (Williams, 1998, p.2). Such violations may include the erection or congestion of buildings and structures that are not harmonious with the delicate and attractive natural landscape and vernacular architecture; and
- Development of tourist infrastructure and facilities regardless of the environment can lead to the destruction of the natural geography and ecosystem. These problems represent a serious form of damage or undue interference with the natural order including the deterioration of traditional tourism resources and the subsequent lowered quality of water and air resources due to pollution, the loss of indigenous flora and fauna, the destruction of the natural geography, and the destruction of historical and archaeological evidence (OECD, 1980, p.24).

These impacts are not only on the natural environment, but can also have consequences in terms of negative impacts on local society at the destination (Beeton, 1998, p.47; Craig-Smith and French, 1994). However, it is argued that tourism can help the environment in many ways, especially by contributing to the costs of conservation of resources that have little other financial value, such as unique animal species, natural areas and cultural monuments. Tourism also has potential role in providing economic opportunities for communities living adjacent to natural heritage. (Goodwin, 2003). Thus, tourism may also result in actual or potential benefits to wildlife of an area as

well as the creation or continued existence of a wildlife park or reserve (Green et al., 1989, cited by Hunter and Green, 1995, p.18; Luxmoore, 1989).

In addition, the OECD study of tourism impacts indicates that tourism development has actually caused negative impacts on the environment and the local people of the countries investigated, that is: Australia, Austria, Canada, France, Greece, Italy, Japan, Netherlands, New Zealand, Portugal, Spain, Switzerland and Turkey. The study identified groups of general impacts which include: effects of pollution (air, water, littering and noise); loss of natural landscape, agricultural and pastoral lands; destruction of flora and fauna; degradation of landscape and of historic sites and monuments; effects of congestion and; effects of competition (Robert, 1983, pp.13-14).

Inskip (1991, p.342) suggests that to avoid negative impacts of tourism on the natural environment, three types of concerns need to be addressed including: 1) the prevention or control of environmental impacts generated by the tourism development itself; 2) the need for continuous management of the environmental resources for the benefit of tourism; and 3) the maintenance and improvement of the overall environment for the benefit of tourists and residents. Therefore developing and managing tourism in ways that are compatible with the environment and do not degrade it, is a crucial factor in achieving sustainable development.

2.3.2 Economic Impacts of Tourism

'Tourism in general, and ecotourism in particular, can diversify and increase the rate base of a community by encouraging new businesses to establish, and by bringing people into the area. This injects new money from outside the region into the local economy, and flows through to the residents in terms of increased employment, new business opportunities, better educational and recreational facilities, residential development and cultural opportunities'

(Beeton, 1998, p.7)

Tourism as an economic sector, does not differ in most respects from other industrial sectors. Like any other, it represents an economic activity, contacts exist between the

service provider and the client as well as involving international forces and large economic powers that work according to the laws of the world economy (Frans de Man, 2000, p.213). Tourism is in general seen by government and development agencies as a quick economic fix as it brings employment, exchange earning, balance of payments advantages and important infrastructure developments that benefit the local residents as well as serving as a catalyst for expansion of other economic sectors (Glasson et al., 1995, p.33; WTO, 1994, p.30). Although it is difficult to measure the economic contribution of tourism, the calculations can be made sufficiently to indicate the general extent of tourism's economic impacts. The standard economic measurements include: income generation and contribution to gross national or domestic product; foreign exchange earned from international tourism; local employment generated by tourism; the multiplier effect; and contribution to government revenues (WTO, 1994, pp.29-31) (see details in Appendix 2.2 The Standard Economic Measurements of Tourism's Economic Impacts).

It is argued that tourism can also generate economic problems. Loss of economic benefits can occur if there is a high importation of goods and services used in order to meet tourist demand (Glasson, 1992 cited by Glasson et al, 1995, p.33), and if many tourist facilities are owned and managed by outsiders. For example, the hotel or mega-resort that is the symbol of mass tourism, often created using non-local products and owned by metropolitan interests, may result in local economic benefits leakage and the loss of potential economic benefits (Fennell, 1999). Economic and employment distortions can also take place if tourism is concentrated in only one or a few areas of a country or region without corresponding development in other parts (WTO, 1994, pp.30-31). Moreover, inclusive holidays, where everything is paid for at home, have resulted in a situation where money never reaches the local economy as most money is in the hands of tourist entrepreneurs in the parent country. Place (1995) argues that tourism may increase the income of the host community and contribute to better income distribution between the local people, which help them to leave the poverty line but, on the other hand, it generates economic costs such as inflation in local markets. These costs may affect all residents including those who do not receive benefits. The economic costs refer to higher costs of living for local people, including higher prices of

goods and services, land and housing values. Other economic disadvantages may also include the types of jobs created, as the employment in tourism often does not provide economic stability or mobility for local residents. Workers may be imported to the area because of their skill and willingness to work for less, leaving local residents the choice to work for little pay, or not work at all (Butts, 2000, p.34).

2.3.3 Social and Cultural Impacts of Tourism

'Tourism has many positive benefits for all those involved, but it also has negative aspects, not only environmentally, but also socially. This is particularly true of indigenous cultures, which tend to be more sensitive to tourism than some other cultures'.

(Beeton, 1998, p.47)

According to Law (Law, 1993, pp.135-164), culture and society are in a state of constant flux owing to many factors, notably the rapid progress in communications and social interactions that can extend rapidly over vast distances. Over the past four decades, rapid advances in road and air transport and telecommunication technologies have made a global marketplace possible. The expansion of infrastructure and facilities such as airports and road transportation in public spaces creates demands for extra public facilities, which are likely to receive priority at tourist destinations above other facilities. Due to the interest in economic benefit, most local authorities encourage tourism development in their areas. As a result, to a large extent, these areas have to be changed to become tourist attractions (Tiesdell Oc Heath, 1996, p.69).

'...Because most tourism consequences involve changes to daily life and culture, the term 'socio-cultural impacts' is used to refer to changes to residents' every day experiences as well as to their values, way of life, and intellectual and artistic products...Tourism can have both positive and negative impacts on the same social and cultural element.'

(WTO, 1997, pp.234-235)

Society is a multi-faceted term generally referring to the patterns of social organization of and within communities. According to WTO (1997), societies are the way groups of human beings locate, differentiate, and organize themselves into functioning

communities. While a society is often thought of as having a common or dominant culture, many multi-cultural societies exist and cultures may extend across national boundaries and regions of the world. While the term society may at times refer to a whole country, communities are usually a more geographically focused term referring to settlements in specific locations (WTO, 1997).

‘Social impacts’ of tourism, as a rule, refer to associated changes in the lives of people who live in destination communities, and these impacts are associated more with direct contact between residents and tourists (Smith, 1977). ‘Cultural impacts’ refer to changes in the arts, artifacts, customs, rituals and architecture of a people, and are longer term changes which result more from tourism development than other types of development. Because most tourism consequences involve changes to daily life and culture, the term ‘social and cultural impacts’ is used to refer to changes to residents’ everyday experiences as well as to their values, way of life, and intellectual and artistic products. Social and cultural impacts are strongly interrelated and not limited only to the host area population. They are significant for the visitors themselves and for transit areas to visitor destinations (Glasson et al, 1995, p.34). However, it should be kept in mind that any type of new development brings changes and tourism is only one source of change in the society (WTO, 1994, p. 35).

Table 2.2 below provides a summary of the most commonly described positive and negative social and cultural impacts of tourism. The table also links these impacts to specific factors associated with tourism such as the use of culture as a tourist attraction and changes in social roles that result from employment and economic opportunities provided by tourism. As suggested by Puntenny (1990) tourism development may strain a community’s cultural resources by causing changes in life-style and social structure. Moreover, the commercialization of nature has significantly changed the relationship between indigenous peoples and their environment, from working with their land to working for tourists. In addition, in some places, the indigenous people often find tourism development causes their land to be expropriated, their traditional occupations lost and replaced by wage jobs, their women and children prostituted and generally their culture and environment degraded. Such changes may naturally be perceived as

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negative in many indigenous cultures (King and Stewart, 1996; Moris, 1995). King and Stewart (1996) indicate that authentic aspects of indigenous lifestyle can become blurred when they are turned to serving tourists.

Table 2.2 Summary of Positive and Negative Social and Cultural Impacts of Tourism

Factor Associated with Tourism	Positive Impact	Negative Impact
The use of culture as a tourist attraction	<ul style="list-style-type: none"> Increased support for traditional cultures and displays of ethnic identity. Revitalization of traditional arts, festivals and language. Conservation of the cultural heritage of the area which otherwise might be lost as a result of general development taking place. Helps develop and maintain museum, theatres and other cultural facilities. Reinforces or renews a sense of pride by residents in their culture, when they observe tourists appreciating it. 	<ul style="list-style-type: none"> Change to traditional activities and arts to suit production for tourists. Disruption and crowding of tradition activities. Invasion of privacy.
Direct contact between residents and tourists	<ul style="list-style-type: none"> Breakdown of negative stereotypes. Increased social opportunities. Provides the opportunity for cross-cultural exchange between tourists and residents who learn about, and come to respect, one another's culture. 	<ul style="list-style-type: none"> Enhancement of negative stereotypes. Increased commercialism. Introduction of diseases. Demonstration effects.
Changes in jobs and economic structure resulting in changes in social rules.	<ul style="list-style-type: none"> New economic and social opportunities which decrease social inequity. Improves the living standards of people and helps pay for improvements to community facilities and services. 	<ul style="list-style-type: none"> Community conflict and tension. Increased social inequity. Loss of language.
Development of tourist facilities	<ul style="list-style-type: none"> Increased recreational opportunities. 	<ul style="list-style-type: none"> Loss of access to places and recreational activities.
Increased population from tourists and associated development	<ul style="list-style-type: none"> Support for medical, educational and other facilities which enhance quality of life. 	<ul style="list-style-type: none"> Crowding and congestion. Increased crime.

Source: Adapted from Pearce, Moscardo and Ross (1996, cited by Gee, C.Y., 1997) and WTO, 1994, pp. 35-36.

In many popular holiday resorts the nature and traditional meanings of culture may be substantially changed when culture is redefined as market share (Earrington and

Gewertz, 1996). Under these circumstances, a host community may face cultural problems of the commercialisation of culture, religion and the arts together with misuse of indigenous culture as attractions and be forced to adopt cultural traits of the tourists, such as their language, dress and manner to satisfy visitors (Cohen, 1979). Social problems such as crime, AIDS, moral decadence, the exploitation of women and children, prostitution and drugs may also increase (Craig-Smith and French, 1994, p.138; Walmsley et al., 1983).

Another downside of tourism development is seen in many parts of the world where tourism developments threaten the total displacement of local people. People have been uprooted from their communities and their traditional skills lost to a destination as it has been developed for the benefit of the tourist trade and the community itself needs to be changed to become a tourist destination (Croall, 1995; Tiesdell Oc Heath, 1996, p.69; Wheat, 1997, p.8; Tourism Concern, 1997, p.9). For example, nomadic people such as the Masai in Kenya are under constant threat to make way for facilities to support safari holidays. Already 40,000 have lost their homes (Tourism Concern, 1997). Further, Drumn (1998, p.208) gave the example of the Amazon indigenous group, the Napo Runa, who have lived in the foothills of the Andes for thousands of years and were presented as one of the tourist attractions. They were promoted by foreign and national operators without generating local economic benefits. As a result, many problems have been created in the community; for example, many families moved out of the community to work for low wages, traditional forms of social organisation such as communal work parties have been weakened and there is accelerated acculturation among the young. In some circumstances, for example in Thailand, tourism has been introduced to release the pressure on forest as tourism generates alternative income to the local residents so that they would stop hunting, logging and collecting food from the forest. According to Dowing (2002, pp.7-10), replacing forest production by nature-based ecotourism will not necessarily guarantee sustainability of the natural, cultural and economic environment. Instead, tourism activities may threaten the natural resources and exacerbate social and cultural impacts by intensifying the degree of contact between hosts and tourists.

Another example of the abuse of local people in tourism development is the problem of human rights abuses in Burma¹¹ (Tourism Concern, 1997). Burma is described in brochures as the 'Golden Land' but life for the Burmese is far from golden. Torture, murder and rape are everyday occurrences at the hands of the military junta. Over the past few years the junta has forced hundreds of thousands of Burmese to labour on the development of an infrastructure for tourism (Donovan, 1997, p.6; Tourism Concern, 1997, p.9). The tourist income by-passes local people completely and goes straight into the coffers of government (Tourism Concern, 1997). However, Glasson et al (1995, p. 35-36) argue that along with the downside of development, there are cultural benefits and intercultural communication between hosts and visitors that increase good understanding between them. Without visitors, local culture and traditions may have been lost completely, as there is no market for traditional products.

As may be seen in Table 2.2 above, tourism can have both positive and negative impacts on the same social and cultural elements according to ways in which the impacts are perceived. An impact may be viewed or interpreted differently by different community members. For example the improvement to quality of life and changes to culture involve value judgments, which depend on individual perceptions and attitudes. There are two sets of factors with influence on social and cultural impacts. One set includes those factors that influence how individuals perceive tourism, and other set is related to the actual size and nature of tourism development. However, the extent to which tourism can cause social and cultural impacts in the host community would depend on the types of visitor, activities, and management and services provided.

Due to the tourism impacts discussed above that continue to contribute to the degradation of many areas of natural and cultural significance (Ceballos-Lascurain, 1996b, p.19), and the local economic contribution of tourism especially when traditional economic activities decline (Stabler, 1997), the tourism industry has responded to the popularization of the concept of sustainable development (Hunter, 2002, p.3) even though the WCED report made no significant reference to tourism, leisure or recreation

¹¹ Myanmar is the junta's new name for Burma

(Croall, 1995, p.21; Frans de Man, 2000, p.212). The general broad concept of sustainable development has been taken and applied in the field of tourism (Agenda 21 for Travel and Tourism see page 30, below).¹² One of the first action strategies on tourism and sustainability emerged from the Globe'90 conference in Vancouver, Canada (Globe'90, 1990). Representatives from the tourism industry, governments, non-government organizations (NGOs) and academics discussed the importance of the environment in sustaining the tourism industry, and the ways in which poorly planned tourism developments often erode the very qualities of the natural and human environment that attract visitors (Fennel, 1999).

Although these remain a great deal of disagreement concerning the concept of sustainability and its achievability (Carmona, 1996; Duffy, 2002, p.3; Frey, 1999, pp.23-24; Kibert, 1999, pp.10-12, 19-20; Mitlin and Satterthwaite, 1996, pp.23-29; Mowforth and Munt, 1998, p.22; Pugh, 1996, pp.1-5), it does encourage businesses to move away from a sole focus on profit to a concern for the 'triple bottom lines' where environmental, social and financial costs and benefits are assessed independently and the company is not in credit unless all three bottom lines are positive. These are increasingly accepted by numbers of tourism businesses (Buckley, 2003, p.79; Harris et al., 2002, p.XVI).

2.4 Sustainable Tourism and Its Implications

Evolution of the concept of sustainable tourism has paralleled that of the related wider concept of sustainable development (Bramwell and Lane, 1993; Godall and Stabler, 1994; Murphy, 1994), and has been defined by a wide range of players and interests (Hamely, 2001, p.175). For example, Globe'90 and the WTO (1993b, p.30) define sustainable tourism as:

¹² Agenda 21 was interpreted for the travel and tourism industry by The World Travel and Tourism Council (WTTC), WTO and the Earth Council in 1996 as evosence in World Travel and Tourism Council, London, Travel and Tourism's Economic Perspective (Global estimate to 2005),1995; Agenda 21 for the Travel and Tourism Industry: Towards Environmentally sustainable development (with WTO and the Earth Council),1996, Green Globe includes a series of published guidelines for environmental good practice in the main sectors of the travel and industry, since 1995.

'...development that meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems...'

From this definition, the goals of sustainable tourism are:

- To develop greater awareness and understanding of the significant contributions that tourism can make to environment and the economy;
- To promote equity and development;
- To improve the quality of life of the host community;
- To provide a high quality of experience for the visitor; and
- To maintain the quality of the environment on which the forgoing objectives depend.

(Globe'90, 1990, p.6)

Bramwell (1991, pp.41-42) defines sustainable tourism as the broadest descriptor, employed to all types of tourism that contribute to sustainable development that is accomplished by ensuring that the rate of use of a natural resource is kept within the limits of regeneration and natural growth. The management and activity maintain the environmental, social and economic integrity and well-being of natural, built and cultural resources in perpetuity. This will require time and many steps to achieve. (The Federation of Nature and National Parks in Europe cited by Croall, 1995, p.24)

According to Cater and Goodall (1997, p.86), sustainable tourism depends on: 1) meeting the needs of the host population, implying an improving standard of living at all times; 2) satisfying the demands of increasing tourist numbers and continuing to attract them; and 3) safe-guarding the environment. Sustainable tourism involves effectively undertaking a series of lasting planning measures that are based on both physical and perceived carrying capacity. These measures must link the tourist industry to its economic, social, cultural and environmental context to safeguard resources and maintain a balance between human beings and their habitat so ensuring satisfactory

tourist experiences that will make the destination increasingly attractive and enable it to register long term profits (Valls et al., 1997).

The World Travel and Tourism Council (WTTC) emphasized three important features:

- **Quality.** Sustainable tourism provides a 'quality experience' for visitors, while improving the 'quality of life' of the host community and protecting the 'quality of the environment'.
- **Continuity.** Sustainable tourism ensures the 'continuity of the natural resources' upon which it is based, and the 'continuity of the culture' of the host community with satisfying experiences for visitors.
- **Balance.** Sustainable tourism 'balances' the needs of the tourism industry, supporters of the environment, and the local community. It emphasizes the mutual goals and cooperation among visitors, host community, and destinations in contrast to more traditional approaches to tourism, which emphasize their diverse and often conflicting needs.

(WTO, 1997)

According to Agenda 21 Travel and Tourism (1996) (see Appendix 2.3, Agenda 21 Principles of Sustainable Travel and Tourism), the systems and procedures are established to incorporate sustainable development considerations at the core of the decision-making process and to identify actions necessary to bring sustainable tourism development into practice (see Appendix 2.4, the Nine Priority Areas for Action). However, there are limitations to the extent to which sustainable tourism can possibly appeal to the tourism industry in practice because of the lack of an accepted model of what sustainable tourism means in reality, and because of the need to respond to the actions of competitors.

In a tourist destination, it is a challenge to all stakeholders in tourism development to integrate such development with the needs and requirements of future generations, translate them into physical forms, and create environments and activities that 'meet the needs of present visitors, tourism businesses entrepreneurs and host destinations while

protecting and where possible enhancing opportunities for the future' (Middleton and Hawkins, 1998, p.247).

Accordingly, key principles were set out as guidelines for the achievement of sustainable tourism (see Appendix 2.5, Key Principles of Sustainable Tourism), but in practice, the industry has faced difficulties in translating these principles of sustainable tourism into policies and implementation. This is because of the lack of clear-cut definition of sustainable tourism and different perceptions of stakeholders. Thus, wide ranges of definitions of sustainable tourism and sustainability criteria, which are often stated, include environmental, social, cultural, economic, educational and local participatory aspects (Mowforth and Munt, 1998, p.105). The essence of the concept is to link tourism with social responsibility so that the impact on the environment is minimized (Wheeler, 1998).

In terms of implementation, there is still much debate about how tourism can achieve sustainability. According to Williams and Gill (1998, p.231) and Glasson et al (1995), as tourism is an agent of change, it would anyway cause some kind of impacts to the destination. Therefore if a destination refuses the changes, the development of tourism should not take place. This is because when tourism is introduced, it is difficult to control its growth and potential destruction of the environment that leaves the industry with a choice of either tourism or the environment. However, sustainable tourism development seems to allow some room for manoeuvre. But the concept must be defined and implications identified. Stabler (1997) argues that sustainable tourism is about managing tourism development in an acceptable way to ensure that changes to the environment are benign. It is not about refusing any development and, as identified by Pearce et al (1990, p.2), while development, by its nature, suggests 'change' that is desirable, there is no consensus as to its meaning. What constitutes development depends on what social goals are being advocated by the development agency, government, analyst or advisor. However, to avoid the negative impacts, the concept tends to imply that development of tourism should consist of small-scale enterprises which are in harmony with the environment in which they are located and where local control and decision making predominate. Further, Wheeler (1997, p.62) points out that

if development of tourism is at a slow rate, it will be able to be absorbed into the host environment without any negative repercussions. He also argues for a small, slow, steady process of controlled development in relation to an industry that is growing globally as providing a micro solution to a macro problem. Communities that have a weak economic base do not have the power to be selective and, to the host community, tourism development is seen as a catalyst for change and it may not accept the restrictions of slow evolution (see Section 3.2.2). Additionally, critics say that the concept of sustainable tourism is actually harmful. By citing minor success stories it creates a delusion that tourism as a whole can be managed and controlled. It also acts as a 'Trojan Horse' encouraging the opening up of yet more virgin destinations to tourism and helping to fuel growth (Butler, 1991). Therefore, it is essential to have a strategic assessment of the cumulative aspect of small changes. Small changes are more difficult to resist or to predict but cumulatively can be harmful in the long run.

Another view expressed by Globe'90 (1990) is that tourism can achieve sustainability by working in partnerships among the network of actors and linking scientific research and public consultation to decision making toward tourism development. Besides, Tourism Concern and the World Wild Fund for Nature (1991) and Eber (1992, p.3) suggest that tourism can contribute to sustainability only when:

'it operates within natural capacities for the regeneration and future productivity of natural resources; recognises the contribution that people and communities, costumes and life styles, make to the tourism experiences; accepts that these people must have an equitable share in the economic benefits of tourism; and is guided by the wishes of local people and communities in the host areas.'

As a result, ecotourism may be seen as a consequence of dissatisfaction with conventional forms of tourism which have in general ignored the context of society and ecology of destinations, and have favoured anthropocentric and strictly profit centred approach to the delivery of tourism products (Fennell, 1999, p.30). On the other hand, ecotourism has been recognized as a tool to help conserve biodiversity, help alleviate poverty in rural areas and as a solution to dealing with tourism impacts as well as a possible pathway to sustainable tourism development. However, the term 'ecotourism'

is not entirely clear. Grant et al (1996) argue that to achieve sustainability, the industry must not rely on so-called 'ecotourism'. This is because as a result of the differences about ecotourism definitions, ecotourism may not always be implemented successfully, and how ecotourism can contribute to sustainability is not always clear. Whether ecotourism is 'good' or 'bad' is still a subject of much debate. The matters are discussed in the next sections that deal specifically with ecotourism, its background, potential roles and implications for sustainable tourism in order to understand whether ecotourism can really be a contributor to sustainability.

2.5 The Ecotourism Revolution and Its Definition

2.5.1 The Revolution of Ecotourism

'As tourism takes its place as the world's largest industry, ecotourism has been identified as the fastest growing segment of this dynamic global industry...ecotourism has become a major economic force for both developed and developing nations around the world'

(Fennell, 1999, p.1)

During the 19th Century, nature travel was a quest for spectacular and unique scenery and the concept of a national park was developed; while the founders of national parks wanted to protect the environment rather than provide resorts, tourists provided the economic and political rationale needed to translate philosophy into accomplishment (Jakle, 1985 cited by Butler, 1992). Not until the mid-20th Century did worldwide leisure travel become possible for more than just an elite. The technological revolution in communication and transport permits an ever-growing number of people from different parts of the world to undertake trips to remote destinations previously inaccessible to the common traveller. In the 20th Century, mass tourism increased enormously but it also generated various problems such as environmental degradation and the loss of cultural identity and integrity.

In the meantime, during the 1960s, public concern about the environment increased but mainly in industrialised countries. Conservation organisations were formed to lobby

governments to set aside land not just for tourists or for certain animals, but to preserve the natural integrity of whole ecosystems. For example, the whale-watching industry in the USA was developed in response to a concern about the worldwide depletion in whale populations. By 1966, publicity from these activities and from scientists created enough public pressure so that the Humpback whale was made a wholly protected species. As a result, the Blue Whale protection in 1967 may be said to mark the birth of ecotourism (Butler, 1992).

Other early references to ecotourism are found in Miller's work (1978) on the national park planning for ecotourism development in Latin America and in documentation produced by Environment Canada. The Canadian government operated 'ecotours' during the mid 1970s, based on the eco-zone concept to allow Canadian and foreign travelers to appreciate the human-land relationship in Canada. In the 1880s, Americans had started traveling to the wild parts of their country to experience and appreciate the natural setting such as in Yellowstone National Park. Later, the finest examples of the evolution of ecotourism could be found in the examples of African wildlife tourism development in the early 20th Century and to some, the nature tourism enterprise of the mid-19th Century (Fennell, 1999, pp.31-32). By the mid 1980s, ecotourism was identified as a means of achieving both conservation and development goals (Blamey, 2001a, p.5). In recent years, ecotourism has been internationally perceived as a means of earning foreign exchange and providing a less destructive use of resources than logging and agriculture in less developed countries. Besides, it promotes development and provides financial benefits and empowerment for the local populations in rural communities. Though it is recognised as a possible means of sustainability achievement, it remains in doubt whether ecotourism is really an alternative solution.

2.5.2 Ecotourism Definition and Its Implications

A review of ecotourism-related literature makes clear that ecotourism is variously defined by different interests and ownership. Thus, there is a lack of a clear cut definition of what ecotourism is (Buckley, 2003, p.219; Hawkins, 1993; Orams, 1995, p.3). Therefore it is necessary to revisit some selected definitions of ecotourism in order to identify common themes and principles that can be used as a base for providing an

overview of the ecotourism context. The term 'ecotourism' has been credited to Ceballos-Lascurain in Mexico in 1988 (Beeton, 1998) and was identified as a phenomenon that involved traveling to relatively undisturbed or uncontaminated natural destinations with the specific objective of studying, admiring and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations both past and present found in the destinations (Boo, 1990, p.XIV). Ecotourism is also recognised as nature travel that advances conservation and sustainable development including aspects of environmental education and supply-side sustainable management (Blamey, 2001b; Boo, 1992; Buckley, 1994; Fennell, 1999; Ross and Wall, 1999; Wight, 1994)

Moreover, as illustrated in Tables 2.3 and 2.4, further comparisons of interpretations of ecotourism concepts have been made by various authors, namely Ceballos-Lascurain (1987; 1998), The Ecotourism Society (2003), Ecotourism Association of Australia (1992), IUCN (1996), WTO (1997), Fennell (1999), Honey (1999), Wearing and Neil (1999), Ross and Wall (1999), Blamey (2001b) and Haas (2003). Although the tables indicate that there is still no consensus on the precise definition of ecotourism, some core principles underlying the characteristics of ecotourism can be identified as follows:

- Travel to undisturbed natural destinations which are unique and accessible with the specific objective of studying and appreciation of natural environment including any existing cultural manifestations both past and present found in the destinations;
- Conservation or preservation and enhancement of natural environment as well as the local culture;
- Sustainable management includes sustainability of society, culture and environment of the destination;
- Local economic contribution and distribution: tourism provides employment and entrepreneurial opportunities for local people to improve the welfare of local people;
- Using tourism to foster environmental and local cultural understanding and appreciation in order to improve nature conservation. This can be done through education, changing attitudes in local people and governments, community development and altered political priorities;

- Local participation and empowerment of host communities.

The industry has quickly broadened from an emphasis on raw encounters with the outdoors to include highly structured, guided programmes that provide travellers with an in-depth understanding of the natural environment and local culture (Wood, 1998). In South East Asia (SEA), ecotourism increased rapidly in intra-regional and domestic travel throughout the region which is rich in its variety of landscapes and biology due to its tropical location and the region's ethnic diversity. Ecotourism has been presented as if it were something different, special and separated from main stream tourism. As a result, SEA has become the Asian continent's premier ecotourism destination, especially in Thailand, Malaysia and Indonesia. Trekking to visit the hill-tribe people of northern Thailand is considered to be the most popular eco-adventure experience in the northernmost portion of SEA (Lew, 2001, pp.128-129).

Table 2.3 Selected Definitions of Ecotourism

Source	Definitions of ecotourism
Ceballos-Lascurain (1987, p.14)	Travelling to relatively undisturbed or uncontaminated natural destinations with the specific objectives of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in these destinations.
The Ecotourism Society (2003)	Responsible travel to natural areas that conserve the environment and sustains the well-being of local people.
Ecotourism Association of Australia (1992)	Ecologically sustainable tourism that fosters environmental and cultural understanding, appreciation and conservation.
The World Conservation Union (IUCN, 1996, p.20)	Environmentally responsible travel and visitation to relatively undisturbed nature destinations in order to enjoy and appreciate nature (and any accompanying cultural features - both past and present) that promotes conservation, has low visitor negative impact and provides for beneficially active socio-economic involvement of local population.
World Tourism Organisation (WTO, 1997)	Travel that provides a first-hand active experience of a place, provides educational experience which develops visitors' understanding and appreciation of the place visited and promotes both appropriate behaviors and a conservation ethic and is environmentally responsible and use various strategies to minimize negative impacts.
Burton (in Stabler, 1997, p.357)	Nature based tourism that involves education and interpretation of the natural environment and is managed to be ecologically sustainable (p.3), where ecologically sustainable tourism involves an appropriate return to the local community and long term conservation of the resources.

(continued)

Table 2.3 Selected definitions of ecotourism (continued)

Source	Definition of ecotourism
Fennell, D.A. (1999, p.43)	A sustainable form of natural resource-based tourism that focuses primarily on experiencing and learning about nature, and which is ethically managed to be low-impact, non-consumptive, and locally oriented (control, benefits, and scale). It typically occurs in natural destinations, and should contribute to the conservation or preservation of such destinations.
Honey (1999, p.4)	A way to protect fragile and pristine ecosystems, enhance ecological and cultural sensitivity, instil environmental awareness and a social conscience in the travel industry, satisfy and educate the discriminating tourist, fund conservation and scientific research and build world peace.
Wearing and Neil (1999, p.130)	Ecotourism has three primary objectives: sustainability, conservation and empowerment of host communities
Ross and Wall (1999)	Ecotourism has five fundamental functions of: protection of natural destinations; education; generation of money; quality tourism; and local participation.
Bramey (2001, p.6)	Describes three broad dimensions of the main essence of ecotourism including: ecotourism is nature based, environmentally educated and sustainably managed in terms natural and cultural environments.
Haas (2003, p.147-165)	Ecotourism comprises of three components: environmental sensitivity; socio-cultural appropriateness; and economic viability.

Sources: as shown

As demonstrated above, ecotourism is a broad term, open to complex interpretation (Ceballos-Lascurain, 1992, p.22). What exactly constitutes ecotourism has been the subject of debate. Various terms have been used to describe generally the experience and its associated products (Orams, 1995, p.3; Scace, 1993, p.61). In the absence of a common definition or uniform codes of practice, definitions and components of

ecotourism generally emphasise the key aspects of conservation, nature-base, economy, society and culture, education, distance and time, local participation, and sustainable management. Table 2.3 shows that the characteristics of ecotourism include responsible travel to remote unspoiled destinations and that ecotourists observe the flora and fauna in their natural habitat, and have direct contact with the local residents. The ecotourist activities involve education and interpretation of the natural environment, experiencing and learning about nature (which should contribute to conservation) preservation, and better understanding and appreciation of the environment and culture of destination. In terms of ecotourism management practice, the involvement of the local residents in social and economic aspects is required to improve well-being of the local residents. The sites are to be managed to be ecologically sustainable, and ethnically managed to have low negative impact, to be non-consumptive and locally oriented. From these points of view, ecotourism can be identified as a means of achieving both conservation and development goals.

Theoretically, ecotourism is different from other types of tourism in that it stresses nature-oriented tours and is based on the belief that tourism will benefit the livelihood of indigenous peoples and reduce their dependence on natural resources, and in this way both indigenous peoples and the protected destinations can benefit (Ceballos-Lascurain, 1996a; King and Stewart, 1996). From Fennell's point of view (1999, p.43), the local culture can be part of the ecotourism experience but not a primary theme. It is more likely to be a secondary motivation to the overall experience, not primary as in the case of nature and natural resources. It is argued that the emphasis of tourism development can vary according to the local contexts and tourism development goals that differentiate one place or project from another. For example, in the case of tourism development in northern Thailand, some projects place emphasis on the social and cultural conservation rather than on the aspect of natural environment and vice versa while others emphasise aspects of both the natural environment and society and culture of the areas. The cases are discussed further in Chapters 6, 7 and 8. As a consequence, implementation of ecotourism would be different from one place to another. However it should be made clear that in practice, it is not a question of developing ecotourism as an

alternative to mass tourism, but rather, the question should be how to develop a form of tourism appropriate to the needs of each locality or region.

In theory, ecotourism would seem to have great potential for its ability to be both a tool for conservation and sustainable development that can be achieved by modifying human social behaviour in regard to environmental conservation (Buckley, 2003, p.219). However, in practice, the pursuit of ecotourism management activities may be made difficult by the confusion of the label. It is difficult to distinguish this activity from other types of tourism development (Ceballos-Lascurain, 1998; Hawkins and Lamoureux, 2001, p.66; Weaver, 1998) and there is no universal agreement as to how ecotourism is to be made operational in specific planning and management terms. It leaves much to the interpretation of the reader. According to Buckley (2003, p.239), the ecotourism operations are affected by ownership of the land and the enterprise. Land ownership can be categorised into four different types of land tenure: 1) public land allocated for protection such as National Park; 2) public land allocated for production or multiple use such as forest and rangeland; 3) community-owned land; and 4) privately owned land. The ecotourism enterprise may be owned publicly, privately, communally or by non-profit associations such as NGOs.

From the above, it can be seen that although ecotourism is a contested concept with many potential interpretations, the most frequently stated principles underlying the concept of ecotourism can be classified as: 1) conservation or preservation of natural environment and local culture; 2) local employment and economic generation; 3) educational experiences and appreciation about natural environment and local culture; 4) sustainable management; and 5) local participation and empowerment of host communities (see also Table 2.4).

To achieve sustainability, ecotourism is intended to raise visitor awareness and appreciation of the destinations visited. Visitor knowledge forms an important basis from which to positively influence awareness and understanding about the nature and local culture of the destination. This educational ideal is recognised as a component of

an ecotourism experience¹³ that provides the opportunity for participants to reassess their attitudes and is part of a broader ecotourism ethic that aims to foster a mutually beneficial relationship between the visitor and the destination area. However, the debate about ecotourism still continues as to whether it can really be a pathway to sustainability. The next section examines the two sides of the debate about opportunities and constraints of ecotourism.

2.5.3 Ecotourism: Opportunities and Constraints

From the previous section and Table 2.4 below, in theory, ecotourism is seen as a contributor to sustainability. It denotes nature tourism and responses to the desire to permit access to destinations of natural beauty; the premise underlying ecotourism is that the enjoyment of future generations should not be affected negatively by that of today's visitors.

To achieve sustainability, Wight (1993) indicates that ecotourism may lead to sustainability by balancing three goals of development; social goals, economic goals and environmental goals (see 2.6 An Ideal Model of Sustainable Ecotourism). Thus sustainable ecotourism imposes an ethical overlay on nature-based tourism¹⁴ that has an educative emphasis. Additionally, Beeton (1998, pp.2-3) points out that the main difference between ecotourism and other types of tourism that are based in the natural environment is the educational aspect: that of providing the tourist with information and other learning opportunities integrated into the products, not as an afterthought. Another general agreement on the element of ecotourism that is essential to ecotourism development is that it is managed in a sustainable manner (Beeton, 1998; Blamey, 1995), which refers to the natural environment, and the need for local communities to benefit from tourism. The most important aspect of the ecotourism philosophy is to sustain the well-being both culturally and financially of the local people.

¹³ Educational experience of the destination is a significant element that distinguish ecotourism from other types of tourism such as adventure tourism.

¹⁴ Nature-based tourism does not imply sustainability, conservation, or other value laden term. The nature-based tourism concept simply serves as a broad description of ways tourism and recreation might use natural environment (Weaver, 2001 cited by Stein, Clark and Richard, 2003, pp.156-157).

Table 2.4 Comparison of Expected Contributions of Ecotourism

Expected contributions of Ecotourism	Sources															
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Conservation or preservation of natural environment *****	/	/	/	/	/	/	/	/	/	/	/		/	/	/	
Conservation or preservation of local culture****			/		/						/	/	/	/		
Foster environmental and local cultural understanding and appreciation ****			/		/	/							/	/	/	
Changing attitude in local people and government; build environmental awareness *								/							/	
Improve the well being of the local populations*		/														
Education **					/					/	/	/				
Local participation*										/						
Community development*								/								
Community empowerment *									/						/	
Altered political priority*								/								
Provide employment; economic benefits; local income generation *****				/				/		/	/	/	/	/	/	
Ethical management*							/									
Minimise negative impacts*					/											
Locally oriented (control, benefit, scale)*							/									
Sustainable management; sustainability ***	/					/			/		/	/				
Financial benefits for conservation*															/	
Socio-economic involvement of the local residents*				/												
Support human rights and democratic movements*															/	

Sources: A= Ceballos-Lascurain, B=The Ecotourism Society, C=Ecotourism Association of Australia, D=IUCN, E=WTO, F= cited by Burton, G= Fennell, H= Cater and Lowman, I= Wearing and Neil, J= Ross and Wall, K= Blamey, L=Beeton, M=Haas, N= WTO, O= Honey

(***** = the most recognition, * =the least recognition)

Ceballos-Lascurain (1998, p.8) stresses that ecotourism should only be used to describe tourism activities in a natural environment and as suggested by Weaver (2001), ecotourism can be considered a small subset of the broader nature-based tourism concept. If the ideals of ecotourism are not achieved in the real world then in this case the term should not be used. In theory, ecotourism is meant to encourage conservation and help the host society achieve sustainable development. The ethical nature of the experience is another key principal that separates ecotourism from its more broad-based

nature counterpart (Hawkes and Williams, 1993; Wallace and Pierce, 1996; Wight, 1993). Honey (1999, pp.22-24) argues that real ecotourism should comprise seven characteristics including: 1) involves travel to natural destinations; 2) minimizes impact; 3) builds environmental awareness; 4) provides direct financial benefits for conservation; 5) provides financial benefits and empowerment for local people; 6) respects local culture; and 7) supports human rights and democratic movements. On the other hand, Swarbrooke (1998, p.323) argues that ecotourism and sustainable tourism are not the same thing, although ecotourism can be a sustainable form of tourism if properly managed. To achieve sustainability, ecotourism should be managed in such a way that it is:

'...an enlightening nature travel experience that contributes to the conservation of the ecosystem while respecting the integrity of the host community'.

(Scace et al., 1992 cited by Swarbrooke, 1998, p.323)

However, what often sounds fine in theory sometimes falls short of its goals in practice (Steele, 1995). Ecotourism often takes place in protected destinations and remote regions of exceptional beauty, ecological interest and cultural importance (Wearing and Neil, 1999). It tends to make extensive use of natural assets, forests, reefs, beaches and parks. As a result, ecotourism itself can easily have its own kind of negative effects. For example, the conservation of land at a destination so that it can be used by tourists means that local people may be prevented from using it for the basic essentials of living and sometimes even survival. It has also been argued that the 'ecotourists', by going to destinations where few tourists may have ventured before, are simply paving the way for more and more people to visit what are often very fragile environments (Croall, 1995, p.24). When this happens, more damage may be caused in the long term by the ecotourist effectively pushing back the frontiers of mass tourism than by the tourist holidaying in a well-established but under-used resort. Donnellan (1997, p.10) indicates that growing numbers of specialist tourists have resulted in deterioration of natural resources for example, it causes the retreat of three-quarters of the world's sand

coastlines. This is partly due to the clearing of vegetation and the destruction of coral reefs which act as natural breakwaters.

Further, it has been proposed that the potential environmental degradation and cultural damage that can occur from over exploitation of ecotourism could lead to what has been termed 'ecocide' (Carter, 1994; Savage, 1993; Wall, 1995 cited by Luzar, et al., 1998). For example, women in parts of India walk for miles for water because underground water is siphoned off by hotels. Similarly, in Goa, millions of litres of water are wasted on maintaining hotel lawns. In Portugal, water was a scare resource everywhere due to swimming pools, sprinklers for golf courses and baths in hotels (Robert, 1983, p.19). The growth of golf course and hotel resort developments are significant in South East Asia, Hawaii, India, Japan, Korea and other places. There are 25,000 golf courses worldwide and these become a major cause of displacement and overuse of underground water (Donnellan, 1997, p.8). Monopolising the water supply like this means that local people may have to walk for miles to find the nearest alternative supply. According to Tourism Concern (1997) a typical tourist in Africa or India on average uses more water in one day than a local person needs for a whole month. In Kenya, the Masai were evicted due to conservation and tourism, and together with lack of underground water, the wildlife have moved out of the national parks because of safaris. It is evident that the wild life that remains is threatened¹⁵ (Wheat, 1997, p.8).

Ecotourism also causes problems of overcrowding, water pollution, trail erosion and changes in wildlife behaviour, as demonstrated for example in Manuel Antonio National park in Costa Rica (Rovinski, 1991). Therefore it can not be concluded that ecotourism is the only answer to the environmental impacts. However, in the context of sustainability, the 'eco' in its title suggests that ecotourism should be an ecologically responsible form of tourism. If it does not comply with this requirement, the natural attractions upon which it is based will suffer degradation to the point at which tourists will cease to arrive (Carter, 1997, p.70).

¹⁵ There were 500 rhinos in the area before the eviction of the Masai, there are now only 8 left (Wheat, 1997).

In contrast, Getzner (2002) indicates that ecotourism in the Gesause National Park in Austria can provide the foundation for regional sustainable development in so far as the ecological as well as the economic basis for development can be secured. And as suggested by WTO (1997), in terms of local economic development, ecotourism can potentially increase the value of tourism for the local population by maximising local economic return. Therefore, ecotourism has been embraced as an opportunity to generate income and employment in destinations relatively untouched by traditional development efforts (Lindberg, 1998, p.101; White, 1993). However, Place (1995) demonstrates that in Costa Rica for example, the government has aggressively promoted ecotourism in its national parks. The results have been similar to those of general tourism in that a high proportion of tourist income has been diverted to outsiders such as hotel and tour operators, airlines, and foreign travel agencies. Place (1998) further points out that in Costa Rica, the designation of national parks and ecotourism promotion has resulted in negative impacts to the local residents. This is because indigenous people have lost their resource base for farming or mining, and in some cases they have also lost access to forests on which their livelihood was based. The local population's traditional self-reliance has been replaced by a dependence on mainly part time jobs generated by park visitors and other tourists. Moreover, in Kenya, the Masai have been forced off their ancestral lands that became a national park where tourists are allowed to roam and observe big game while the Masai are banned (Donnellan, 1997, p.9). Thus indigenous people only benefit a little or are otherwise excluded from the promotion of ecotourism as they do not have any actual involvement in the project. On the other hand, ecotourism could also have positive effects on local people when they have been actively involved in all phases of planning and its implementation (Place, 1995), which does not always happen in practice. Where local people are substantially involved in the activities and services at the tourist destination, it may only be at the manual labour level (Sitikarn, 1999).

King and Stewart (1996) suggest that important decisions in the planning and management of the protected destinations must be determined by indigenous peoples rather than park managers, government officials or entrepreneurs. Additionally, whether indigenous people can practically benefit from ecotourism or not depends on how the

concept is subsequently implemented and it remains a subject of some debate. Baroness Chalker, formerly UK Minister for Overseas Development, stressed that ecotourism is on the path to sustainability, but in order to continue to be sustainable all tourism, and not just ecotourism, must take account of the three interconnecting issues of ecological soundness, respect of social and cultural traditions in the host country, and non-exploitation of local people and ensure, as far as possible, that benefits flow to local residents (cited by Carter and Lowman, 1994, p.99). But how these changes can actually contribute to an improvement in quality of the environment, society and culture of host communities, which are frequently the primary attraction for tourists, is debatable. For these reasons, therefore, it is argued that it cannot be concluded that 'ecotourism' is the answer to all negative impacts caused by tourism development in all situations.

From the foregoing discussion, it is clear that in order to achieve the conservation and sustainable development, it is essential to have active local community participation in decision-making, in the planning process and in operational management at all stages of the development process as well as in sharing the costs and benefits of the development (Drumm, 1998, p.197). At the same time it is close cooperation between stakeholders such as the government sector, private sector and local residents (Eagles and Higgins, 1998, p.45). Thus, the conservation of natural and cultural environments would become a central platform of the development because it is part of the tourism product. Then the question is how to contribute to equal sharing of benefits in the community as, in practice, benefits will be shared according to the degree of involvement in the tourism initiatives. Since the economic benefits of tourism have been attracting increasing attention from stakeholders involved in the industry and others with an interest in achieving their own different goals, their roles and the nature and degree of involvement as well as collaboration among them play a significant part in tourism development. As a consequence, participation becomes a key issue for the achievement of sustainability. How and to what extent stakeholders can participate is discussed in the following sections. These issues are explored in order to provide a sound understanding of the issue before it is applied in the analysis of the current situation of tourism in northern Thailand in Chapter 9.

2.6 Public Participation and Involvement of Stakeholders in Sustainable Tourism Development

2.6.1 Public Participation as a Means of Achieving Sustainable Tourism?

'...The successful implementation of Agenda 21 requires firm commitment and concerted action within which political, social and economic commitments are made by all parties and at all levels of society-essentially a 'global partnerships'...to be effective, it must be accompanied by new levels of cooperation and increased awareness of environment and development problems within all sectors of government and society'

(WTO, 1997, p. 33)

Since the publication of the Brundtland Report (WCED, 1987b), the subsequent UN Conference on Environment and Development (UNCED) held in Rio de Janeiro in 1992 and the endorsement of Agenda 21, the call for environmentally sound or sustainable development has been echoed in industrialised and developing countries the world over (UN, 1992) and the search for indicators of sustainability has intensified. Agenda 21 called for a community-orientated approach to development and environmental management, which would require the full participation of people as partners in the development process (Wickramasinghe, 1999, p.132) and, in particular, stresses the importance of public participation and how to get people to become involved and be active in efforts towards the conservation of the local environment (Buckingham-Hatfield and Matthews, 1999a; Leal Filho, 1999). It puts considerable emphasis on every local authority having an LA21 strategy, reproducing the whole Agenda 21 at the local level (UNCED, 1993 cited by Brown, 1999). Evans and Percy (1999, p.175) point out that the reason local government is keen to encourage new forms of participation is to do with the self-defence theory as environmental issues can provide a degree of justification for the support of some locally based services, and also demonstrates the enabling role of local authorities. However, while attempts to enable participation are commendable and innovative, there is little effective measurement of whether these new methods of engagement are actually reaching the traditionally under-represented

members of society such as the elderly, the young, the disabled and ethnic minorities. Selman (1998) argues that the new methods of participation can still be unrepresentative and do not automatically lead to greater participatory democracy.

The key elements of sustainable development including ecotourism are to encourage participation of stakeholders and all members of society (Simmon, 1994; Timothy and Boyd, 2003, p.182), to improve communications between communities, the local authorities and other organisations and to increase the involvement of local people at all levels of the development process. Its emphasis lies in the involvement of local communities, including local government and local stakeholders (both private and public sectors), in a process through which stakeholders can identify their needs and bring these needs into the decision-making arenas in order to enable them to influence and share control over development initiatives and the decisions and resources which affect them (Evans and Percy, 1999; Freeney, 1998; Timothy, 1999). According to UNEP¹⁶, it is essential that the community has substantial control and involvement in the ecotourism project so that the main benefits remain in the community. Three types of Community Based Ecotourism (CBE) enterprises have been identified: 1) the purest model is the enterprises that are owned and managed by the community, and where the community members are employed by the project using a rotation system, thus profits are allocated to community projects; 2) the enterprise involves family or group initiatives within communities; and 3) the enterprises are a joint venture between a community or family and an outside business partner.

In addition, Freeman (1999), suggests that the significance of children's participation is an issue that should be recognised in promotion at the global, national and local scales of community participation. As suggested by LGMB (1992, p.224), the involvement of today's youth in the environment and development decision-making and in the implementation of programmes is critical to the long-term success of Agenda 21. However, how and at what level children can be involved in the development process is a subject of debate as the decision-making in most developing countries is in the hands

¹⁶ www.unepie.org/pc/tourism/ecotourism/home.html, March 2002

of senior members of the community. For example, children in Thailand are recognised as offspring who have to obey and listen to adults and it would take years to change this attitude. Further, the participation aims to produce better results on the ground, improve development efforts and more effectively reach the poor as it is seen as an exercise in empowering rural people. Drake (1991 cited by Fennell, 1999, p.217) views local participation as 'the ability of local communities to influence the outcome of development projects such as ecotourism that have an impact on them.' An essential issue in the process is the demonstration of benefits to the community, which can be activated either through participation of community members or through their realisation that some aspect of their community has been treated or protected. As a result, trust and reliability among participants is the key to success in involving the local residents in the development process.

The key elements in the processes of participation are the involvement of people in the decision-making processes, in implementing programmes, their sharing in the benefits of development programmes and their involvement in efforts to evaluate the programmes (Cohen and Upnoff, 1977; Timothy, 1999). Thus, recognition of the value of local knowledge and environmental management practice is crucial for the achievement of local participation (Berger, 1996; Boyd and Ward, 1993). This is to ensure that the benefits include income generation, the enhancement of the local residents' quality of life and economic returns that can be used in maintaining and managing the tourism resources. Furthermore, the local community would participate in supervising the tourism development of the area and ensuring that it is appropriate. However, Sproule and Suhandi (1998, pp.215-235) argue that though there is increasing recognition of the need to involve communities in participation in general, there is much less agreement about exactly who should participate and to what extent.

Arnstein (1965, pp. 216-217) defines participation as 'the means by which citizens can induce significant social reform, which enables them to share the benefits of the affluent society'. She distinguishes an eight-rung ladder that comprises: manipulation, therapy, informing, consultation, placation, partnership, delegated power, and citizen control. The first two rungs are identified as 'non-participation'. Levels three to five are

described as 'degrees of tokenism', in which consultation is the most essential factor to contribute to legitimate participation. The last three rungs of the ladders are 'levels of citizen power', at which the degree of decision-making influence is increased. Similarly, Pretty (1995) classified the types of involvement into seven levels of participation (Table 2.5 Pretty's Typology of Participation, 1995), which range from manipulative participation, passive participation, participation by consultation, participation for material incentives, functional participation, interactive participation, and self-mobilization.

Table 2. 5 Pretty's Typology of Participation

Typology	Characteristic of each type
1 Manipulative participation	Participation is simply a pretence: 'People' have representatives on officials boards, but they are unelected and have no power
2 Passive participation	People participate by being told what has been decided or has already happened: involves unilateral announcements by project management without any listening to people's responses; information shared belongs only to external professionals
3 Participation by consultation	People participate by being consulted or by answering questions: external agents define problems and information-gathering processes, and so control analysis; process does not concede any share in decision making; professionals under no obligation to account for people's views
4 Participation for material incentives	People participate by contributing resources (e.g. labour) in return for food, cash or other material incentive: farmers may provide fields and labour but are not involved in testing or the process of learning; this is commonly called participation, yet people have no stake in prolonging technologies or practices when the incentives end
5 Functional participation	Participation seen by external agencies as a means to achieve project goals, especially reduced costs: people may participate by forming groups to meet project objectives; involvement may be interactive and involve shared decision-making, but tends to arise only after major decision have already been made by external agents; at worst, local people may still only be co-opted to serve external goals
6 Interactive participation	People participate in joint analysis, development of action plans and strengthening of local institutions: participation is seen as a right, not just the means to achieve project goals; the process involves interdisciplinary methodologies that seek multiple perspectives and use systemic and structured learning processes. As groups take control of local decisions and determine how available resources are used, so they have a stake in maintaining structures and practices
7 Self-mobilisation	People participate by taking initiatives independently of external institutions to change systems: they develop contacts with external institutions for resources and technical advice they need, but retain control over resource use; self-mobilisation can spread if governments and NGOs provide an enabling framework of support. Self-mobilisation may or may not challenge existing distributions of wealth and power.

Source: Pretty, 1995.

Table 2.5 shows the different degrees of involvement by externals and local residents, including the power relationship between them. Pretty (1995) distinguishes different degrees of participation: in levels one to five, all power and control over the development are in the hands of people outside the community and most of the major decisions have been made before they are taken to the community; at the last two levels there is full participation in which the local residents have power and control over the development or proposal initiatives.

According to Backman et al., (2001, pp.455-456), participation of stakeholders in the tourism management planning process is critical to its success. Participation refers to the opportunity for stakeholders to take part in the process of ecotourism development at the planning stage, during implementation and evaluation and in the distribution of benefits. Four levels of participation which include information sharing, consultation, decision making, and initiating action are identified (Paul, 1987 cited by Backman et al., 2001, p.457). Further, Midgeley et al., (1986) and Paul (1987) suggest that essentially there are three broad interpretations of participation, which are identified as contribution, organisation and empowering. It is recognised that effective participation requires access to information about development and environmental initiatives held by public authorities or donors, or even by private companies (Freeney, 1998). Ghai and Vivian (1992) argue that in order to achieve sustainability, participation is not a simple issue but requires considerable attention to multiple dimensions of development of the economic, political and epistemological (knowledge) elements. Greater participation needs a social structure which fosters and encourages such involvement, addressing concepts such as citizenship and empowerment, availability of information, education and a respect for people's identification with a place that is affected (Buckingham-Hatfield and Matthews, 1999b, p.94).

However, Leal Filho (1999) argues that in the case of environmental conservation, although public participation is recognised as important, it has not always been effectively pursued. This is because of the lack of the environmental education which can be one of the ways of achieving that goal. He also suggests that without public interest and participation, even the best designed environmental conservation

programmes are likely to fail. He cites examples in Indonesia, Peru and Costa Rica, where conservation projects were decided and implemented without public participation and were faced with substantial local resistance (Leal Filho, 1999, p.33).

Leal Filho (1999) demonstrates that the challenge in pursuing the promotion of public involvement in local environmental projects is how to foster the interest and monitor its development, ensuring that the interest does not wane while learning from successes and failures. Key factors that may influence an individual's decision to become involved in projects are, firstly, 'provision of information' people have to know the full details of the project initiatives. Without information there can be no expectation that a particular initiative may be successful. Secondly, 'motivation' is an important key role as without motivation by the people to change action or behaviour, efforts are likely to fail. Thirdly, 'commitment' is needed for the long term interest in pursuing an initiated change of behaviour or action in the project since changes of behaviour often occur in the short term and people soon tend to go back to their old habits. Fourthly, there are the 'incentives' towards environmental conservation, which may be derived from various instruments that have environmental benefits. Additionally, to pursue and foster public involvement in community-based tourism planning, Timothy (1999) suggests that the opportunities for people to own businesses, to work in industry-related employment, to receive training and to be educated about the role and effects of tourism in their region are essential. When the dynamics of tourism, its consequences and the capacities of stakeholders to benefit from it are understood, public awareness of tourism among local residents should be created. Thus stakeholders will be in a much better situation to take part in development decision-making and in the benefits of tourism (Lynn, 1992 cited by Timothy and Boyd, 2003, p.184).

The issue of participation in ecotourism in northern Thailand has been selected for the present study to explore this idea but it is important to understand that the local context of the social, cultural and historical background may differ from where the original concept of public participation first took place. In Thailand, the concept of public participation has been recently adopted in the development process but mostly involves the stage of public hearing, which is practically conducted only as part of the process,

where the decision has already been made, and only at labour force level. The issue is discussed in the example of the case study communities (Chapters 6, 7, 8) which were investigated to find out the people's involvement in the decision-making processes, in implementing programmes, their sharing in the benefits of development programmes and their involvement in efforts to evaluate the programmes. Furthermore, participation processes are also critically analysed in Chapter 9 to see whether these have contributed to any success or failure of ecotourism development in the area.

From the discussion above, it is seen that participation can mean different things to many different people and depends on the involvement of the various stakeholders in the tourism development. In the next section a sound understanding is provided of the stakeholders' roles and of how and why each of them is involved in the tourism development process; this understanding has been used as a basis for analysis of the current situation of tourism in northern Thailand (Chapter 9).

2.6.2 Stakeholders in Sustainable Tourism

With the expansion of international tourism the number of different levels of stakeholders has increased. As tourism is recognised as a community development tool, development must be sensitive to the requirements of many stakeholders groups including tourism providers, public providers and local residents. However, who are the dominant players in international tourism is still not entirely clear.

According to Coathup (1997), stakeholders can be distinguished by whether they are the 'facilitators' or the 'motivators' and by who are really the prominent players. For example, the airlines, tour operators and hotel chains as the prime movers of international tourism are identified as the 'facilitators' rather than 'motivators' due to the fact that they provide the access and facilities once the decisions have been made. They will assist in determining the destination of choice once many other aspects of that choice have been considered. Coathup also stressed that the motivators in international tourism are considered to be the 'dominant players' in international tourism as they stimulate the initial desire to travel and explore. Without this initial spark, the role of the 'facilitators' would become redundant. The dominant players in international tourism

are specific to categories such as education, the media, environmental management, government and technology. On the other hand, Swarbrooke (1998) suggests that key actors involved in sustainable tourism can be classified as: the public sector, the tourism industry, the voluntary sector organisations, the host community, the media and the tourists (see 2.4 Stakeholders in Sustainable Tourism). In theory, they must work together in partnership. Additionally, Beeton (1998, p.34) argues that in reality complex relationships exist between stakeholders: tourists, residents, investors, tour operators, non-government and government organisations.

As discussed above (and refer to Table 2.6 Stakeholders and Their Roles in Sustainable Tourism), key actors involved in sustainable tourism can be classified into various groups depending on their roles and interests. In the context of northern Thailand, this dissertation focuses on the actors who are actually involved, both directly and indirectly, in development and are directly affected by any cost calculations of the advantages and disadvantages of the development (for details of stakeholders, see Tables 2.2, 4.3, 5.5 and Section. 5.2).

Table 2.6 Stakeholders and Their Roles in Sustainable Tourism

Stakeholders	Interests and Roles in sustainable tourism
The public sector (central and local governments, local authorities, quasi-governmental organizations and politicians)	Role <ul style="list-style-type: none"> - Represent the community - Represent public interest - An active player in the tourism industry - Act on behalf of the population
	Policy <ul style="list-style-type: none"> - Setting environmental goals - Land use planning - Development and building control, including the role of Environmental Impact Assessments (EIAs) - The designation of particular destinations for special protection - Government control over tourist numbers
	Procedure <ul style="list-style-type: none"> - Legislation and regulation - Funding and fiscal incentives - Official standards
	Implementation <ul style="list-style-type: none"> - Implement policies and projects, which benefit The whole population - Monitoring the impact of tourism - Enforcement of management decisions - Encouraging scientific research in the destinations - Developing a financial system for capturing tourist expenditures which are sufficient to pay for necessary environmental management.
	Infrastructure <ul style="list-style-type: none"> - Allocation of access - The provision of infrastructure - Providing transportation infrastructure - Providing security for tourists
The academics and practitioners (those who are actively involved and have been to a large extent influential in tourism)	<ul style="list-style-type: none"> - Policy making - Management process
The tourists	<ul style="list-style-type: none"> - Customers
The host community	<ul style="list-style-type: none"> - Provide labourforce - Income contribution - Job opportunities

(continued)

Table 2.6 Stakeholders and Their Roles in Sustainable Tourism (continued)

Stakeholders	Interests and Roles in sustainable tourism
The media	<ul style="list-style-type: none"> - Advertising - Campaigns for a range of products - Provides the image of the sophisticated traveller for quality products
The tourist industry (tour operators, travel agents, private sectors, the travel media, accommodation, food and drink, entertainment, transport and infrastructure, local-owned hotels and travel agents, visitor attractions, tourist information office and tourist guides)	<ul style="list-style-type: none"> - Promote sustainable tourism - Produce guidelines and codes of conduct - Marketing
The private sector (local business entrepreneurs including travel agencies, tour operators, resource owners, transport providers, food vendors, trekking guides and others individuals employed in the business)	<ul style="list-style-type: none"> - Tourist activities - Accommodation - Transport - Site management and services - Marketing
The non-government organisation (NGOs)	<ul style="list-style-type: none"> - Training - Technical assistance - Provide financial assistance - Community development work - Facilitate ecotourism development as means to enhance economic self-reliance, ecological and social sustainability - Market the ecotourism products originally created by the community development projects

Source: Adapted from Swarbrooke, 1998.

Referring to Table 2.6, the public sectors have a key role in tourism development according to their interests. The public sectors can play a role in the development of sustainable tourism by a variety of means such as representing the whole community and public interest and are supposed to act on behalf of the total population. These are not commercial organizations trying to make a profit but they spend the revenue from taxation to implement policies and projects which benefit the whole population over which the authority has jurisdiction (Swarbrooke, 1998).

Eagle and Higgins (1998, pp.34-35) similarly suggest that the public sector has the unique role based on a societal mandate of resource protection, of determining of acceptable uses and use levels and security of the environment and the public. It is a responsibility of government, which has the power to influence tourism greatly because

it can produce legislation and regulation that can fundamentally change the way tourism operates, and it usually also has resources. The government is thus powerful in setting the environment in which tourism operates (English, 2000, p.95).

As growing awareness and public concern about environmental protection and resource conservation led to action by governments and businesses in industrial countries and also in some developing countries, environmental protection and resource conservation policies, programmes, guidelines and codes of conduct were published and established. At the same time agencies were set up to administer them and cover safety of products and plant operations, trade practices, technology transfer, and international co-operation. Furthermore, industry both at national and international levels, responded to the problems by developing guidelines and voluntary codes of practice together with new technologies and industrial processes designed to reduce pollution and other adverse environmental impacts.

Further, **central government** can also play a major role in promoting the geographical and seasonal spread of tourism by encouraging the development of non-traditional as well as the more popular visitor locations, and protecting the interests of the communities, which cater for its needs (Wheeler, 1998), And as suggested by Swarbrooke (1998, p.205):

'In developing countries...for government, too often, the emphasis has been upon boosting foreign earning by maximizing visitor numbers and expenditure, rather than on how the expenditure is distributed to all sectors of the population'

According to Coathup (1997), in the case of many tourist destinations which have met with failure, the blame is often laid on the 'Poor Governance' by the bodies that formulate the framework within which tourism must operate as the primary causes for failure. If the framework is flawed, then the tourism environment is not managed successfully. He suggests that, if tourism is to be sustainable, it is essential to formulate a 'vision' for tourism development, which reflects the needs of the host population. But in practice, *visions* are often the reflections of private agendas, and it is easy for

individuals or corporate bodies, having the necessary resources, to overwhelm the process of development to suit their own needs rather than the needs of the nation.

In Thailand, government agencies such as the local authorities, the Royal Forestry Department, Office of Natural Resources Conservation and the Forest Industry generally have responsibility for managing protected destinations, which include national parks, reserves and forests. They have responsibility for managing tourism to protected destinations as part of their overall management obligations. As a result, a law requiring an entrance fee system was established for the parks and to ensure that a portion of the collected money returns to the park¹⁷. Sproul and Suhandi (1998, p.221) suggest that although most ecotourism activities happen at the local level, these activities also need to fit into systems designated at the national level. This policy can easily advance or hinder ecotourism development. Therefore government can be an important partner in developing an ecotourism enterprise, especially if the communities are located near protected areas.

Beeton (1998, pp.40-43) argues that the local government has the essential role as it is usually involved with local tourism development associated with planning, controls, land use, infrastructure development, information and cooperation, impacts and funding. Further, the sector is also involved in decisions about the types of activities that are permitted in public spaces and support cultural festivals and special events. It is essential that governments and the public sector become partners in the entire process of tourism development. The private sector will provide much of the resources for implementation while the public sector aims to monitor and regulate the development process. In comparison with the public sector, Eagles and Higgins (1998, pp.11-43) demonstrate that the long term success of park tourism requires cooperation between the public and private sector (see Appendix 2.6, Roles of Public Sector and Private Sector in Park Tourism).

¹⁷ The park refers to the Royal Forest Department which is responsible for the management of national parks in Thailand. The money obtained is used for maintenance of the national park.

The academics and practitioners are another type of dominant players who influence tourism policy and guideline establishment. However, their roles is rather different. According to Jenkin (1999, pp.54-62), a characteristic of academics is based on their traditional role of being thinkers, studiers, analysts and teachers. Their influences on tourism projects can be found in four different areas: 1) writing the Terms of Reference for a project; 2) they may be employed by a consulting company to help devise the methodology for a project tender; 3) involvement at the implementation stage as specialists; and 4) they may be appointed to a project Steering Committee, which monitors the progress of the project. It is an essential requirement of an academic's participation that the academic has a reputation in the specialist field. Because of the nature of academics' work, which involves theoretical and conceptual thinking and which may not have an immediate application, they may be regarded as citizens of an 'ivory tower'. Thus tourism academics who do not engage in practical project work may find their influence marginalized. In contrast, tourism practitioners are either individual consultants or consulting companies, whose work does not normally involve as much theoretical and conceptual thinking as academics. There are three operational characteristics of practitioners including: 1) the conceptual, project specific and profit driven work; 2) dissemination of knowledge conducted through project-specific reports, plans and studies that are commissioned by the client and have a limited circulation and; 3) they aim to develop expertise and reputation in order to secure future contract work. However, in practice there is a 'cross-over' between the academic and the practitioner. As most projects require a variety of technical skill inputs, academic institutions may have either the resources or flexibility to compete for contracts in the area of tourism development.

Another dominant group of players who obviously influence the demand and supply in the tourism market are **the tourists** themselves. As Coathup (1997) indicates, the sustainability of tourism in the destinations is dependent upon the ability to anticipate the needs of future travellers rather than to mimic the successes of the past; it is essential to understand the motivation for travel in order to provide products that the market requires. Therefore, to achieve genuine environmentally and socially compatible tourism development, a call for changes of behaviour and attitudes of individual tourists

is required so that indigenous cultures and environments are respected, but a change in human consciousness is admittedly a long and difficult process (Muller, 1997, pp.32-33). On the other hand it is argued that even the most environmentally conscientious tourist will have some degree of impact (Carter, 1997). Therefore, tourists' awareness and attitudes to using natural resources such as water and electricity at the expense of the local residents, as well as their demands and expectations of tourist facilities and services that possibly effect a major contribution to sustainability of the destination are put into consideration. It is essential that tourists stop thinking of their comforts and wake up to their obligations to the communities they visit. However, it can be argued that the construction and maintenance of tourist and travel facilities and the establishment of accompanying services are needed in some destinations as they are important vehicles for economic growth and development, especially for those countries with natural tourism resources and limited industrial capability.

According to the discussion in 2.4 above, the **host communities** are one type of stakeholders that need recognition and an involvement in tourism development planning as they are directly involved in tourism, which has been optimistically seen as a tool for community development in developing countries, including Thailand. Relatively, tourism can bring tremendous benefits to the local economy and society (Swarbrooke, 1998). Consequently, host communities are able to generate revenue, which helps to perpetuate the desired patterns of life. This additional income is sought to make the continued existence of the community a viable operation. However, visitor numbers and the demands of visitors generate changes within the community so that the status quo from a social perspective is not viable (Ryan, 1991). Besides, residents as community members are consequently affected by tourism in all the positive and negative manifestations, as they become part of the product for tourists, attracting tourists through their culture and hospitality (Haywood, 1988, p.105). In practice, some governments have shown little regard for the rights of local people when developing tourism, even resorting to forcible evictions to make way for tourism projects (Swarbrooke, 1998). In contrast, the host population should have an opportunity to express its wishes, and decide on and participate in all matters relevant to the development of the region so that tourism would be likely to be developed by, with and

for the local population without neglecting the interests of minorities. Good relationships with others in the industry and related areas are crucial to the success. Networking with local tourism groups and operators will provide a great deal of support and information as well as help to further align with the local community (Beeton, 1998, pp.53-57). Therefore, fundamental changes have to happen in the way that governments plan tourism and support it; tour operators operate tourism and the local people become involved in and benefit from it.

Additionally, success in sustainable tourism development also requires sustaining visitor numbers at the destination. In this respect, the **media** is recognised as one of the key actors as it is 'the motivator' as it acts through advertising campaigns for a range of products and provides the image of the sophisticated traveller for quality products, which are the main components of sustainable tourism. Positive media coverage has also allowed destinations with limited marketing budgets to maximise their appeal and thus achieve what would otherwise be impossible. Therefore, recognition via the media has accounted for the success of many destinations (Wheeler, 1998).

At a higher level, **the tourism industry** has a major role in adopting the concept of sustainable tourism, which has received attention within the industry by tour operators and academics. Sustainable tourism is being heralded as the ethical response to the problems caused by the effects of development on the environment attributed to the demands of mass tourism (Seaton, 1998). The industry committed itself to work towards the formulation and eventual adoption of a global code of ethics for tourism and has established systems and procedures to incorporate sustainable development issues as a part of the core management function and to identify actions needed to bring sustainable tourism into being (see Appendix 2.7, for details of the Ten Priority Destinations for Action).

In this respect, the World Tourism Organisation (WTO)¹⁸ is expected to take the lead and proceed to design a firm overall code for tourism which would establish global ethics in respect of the continuous and new challenges faced by tourism development which is also global. There are expectations that these should be a guiding and instrumental authority for such development.

According to UNDP, NGOs play a prominent role in ecotourism development. They usually are involved for one of two reasons: protection of biodiversity and environment; and/or sustainable development for local residents. NGOs are actively working nationally and internationally to ensure that ecotourism is developing in a manner that is consistent with national and international conservation and sustainable development priorities. The local NGOs are practically involved with developing numbers of programmes such as study on best practices, guide training, regional planning and stakeholders meetings, community development, protected area management, and targeted conservation initiatives. At the same time, NGOs worldwide are increasingly developing their own ecotourism programmes because of their strong desire to use ecotourism as a tool for conservation and sustainable development.

From the discussion above, it is seen that public participation is considered as one of the most essential key issues for the achievement of sustainable development and in this respect it is equally relevant to ecotourism, which is seen as a possible pathway to sustainable tourism (see Section. 2.5 top). As suggested by Place (1995), ecotourism can have positive effects on people only when they are actively involved in all phases of planning and implementation. However, in practice, participation mostly refers to

¹⁸ The World Tourism Organisation (WTO) is an intergovernmental organisation vested by the United Nations with a central and decisive role in promoting the development of responsible, sustainable and universally accessible tourism. It was first established in 1925 in The Hague under the name of the International Union of Official Tourist Organisation and was renamed the World Tourism Organisation in May 1975. In 1976, WTO become an executing agency of the United Nations Development Programme. It is the leading international organisation in the field of travel and tourism and serves as a global forum for tourism policy issues and a practical source of tourism knowledge and statistics. Its membership includes 139 countries, seven territories and some 350 Affiliate Members representing regional and local promotion boards, tourism trade associations, educational institutions and private sector companies, including airlines, hotel groups and tour operators. Through tourism, WTO aims to stimulate economic growth and job creation, provide incentives for protecting the environment and cultural heritage, and promote peace, prosperity and respect for human rights.

involvement of the local people in the tourism services and only at the labor level, as they are not trained or allowed or encouraged to participate in any kind of planning processes. It is unlikely that they would become fully involved because of lack of planning skill, knowledge and because of the economic interest among stakeholders. As long as the destination is operated by the private sector, as business owners, the local people would probably never get a chance to be involved in the planning and implementation processes of tourism. Therefore, how to overcome these problems remains an issue.

Due to the lack of clear cut definition of ecotourism, the concept is interpreted differently and transformed into practice differently from one country to another (Nelson, 1994) and among individuals. The varying interpretation of ecotourism has made its development difficult (Hawkins and Lamoureux, 2001). Therefore in the following section, the definition of ecotourism is formulated based on key principles of sustainable tourism in Section 2.4 and ecotourism identified in Section 2.5.2. It is used in this study as a baseline concept for the formulation of the assessment criteria in Chapter 3, for analysis of the current situation of tourism in the case study communities (Chapter 9).

2.7 The Definition of Ecotourism Selected for the Case Studies

To achieve the purposes of this research, a definition has been developed by the researcher that draws together a significant number of points from the discussion in previous sections.

Ecotourism is a sustainable form of tourism that: fosters understanding, appreciation and conservation of natural environment and local culture; provides the locals with economic benefit; provides opportunity of experiencing and learning about natural and socio-cultural environment of the destination; and it takes place under the control and with the active participation (at all levels of the development process) of the local people who inhabit or own a natural attraction.

This definition is based on a comparison of interpretations of the ecotourism term by various authors in the contexts of ideas of sustainable development and of northern Thailand. It identifies the most important aspects of the phenomenon.

The definition above reveals four core characteristics that are usually associated with sustainable ecotourism. These are related to the essential components as follows.

- 1) Conservation. This involves a contribution to the conservation or preservation of natural environment, social and cultural characteristics of the local community.
- 2) Local employment and income generation and distribution. This has implications for a range of new business and employment opportunities. Communities are earning from their natural resources in order to gain income through tourism to improve the quality of life of its members. It is assumed that when residents receive benefits, they are more likely to support tourism and conservation, even to the point of protecting the site against poaching or other encroachment (Lindberg, 1998, pp.87-117).
- 3) Educational experiences and appreciation about natural environment and local culture. Ecotourism provides visitors' opportunities to learn through experiences obtained from the activities undertaken to acquire better understanding of the destination, its natural setting, and of its people, including the multilingual interpreters employed in the sites. The local residents have an opportunity to share and exchange knowledge with visitors. Through these educative experiences, there is increasing environmental and cultural awareness among stakeholders;
- 4) Local participation and empowerment of host communities. This includes:
 - An involvement of the local residents in participation at all stages of the development process. It applies to both direct and indirect participants and beneficiaries. Participation should occur in the processes of decision-making, planning, implementation, auditing, evaluation and problem resolution.
 - Cooperation between stakeholders such as the government sector, private sector and local residents.

The list of the characteristics of sustainable development above can be applied to all forms of development, including tourism development, and is basically focused on conservation and development of community. Regarding the concept of sustainable development, that involves a number of different strands (refer to Section. 2.2), which advance the changes towards environmentally compatible tourism. The term 'sustainable ecotourism' reflects on the fundamental ideas of balancing and maintaining sustainability of destination, which involves the aspects of environment, economic and society of the area.

2.8 Summary

In theory, ecotourism would appear to be able to make significant contributions to environmental protection as well as to social and economic development. But through its own activities, it can result in high levels of resource consumption. Thus ecotourism may lead to adverse environmental and social and economic impacts (in terms of the sustainability agenda in tourism). There is a variety of terms, definitions and management models that have created confusion with regard to the effectiveness of sustainable practices, so that the implementation of the concept is not simple. But what is desperately needed is for all stakeholders to be encouraged to participate in tourism development processes and their contribution to sustainability. At the very least local people should be consulted and involved more about whether and how tourism is to be developed where they live. To achieve a consensus for sustainable tourism, the stakeholders involved in tourism development must work together in partnership. However, the critical question remains whether or not all stakeholders have the same intentions or aspirations in terms of sustainability.

These remain the questions of; 1) why is sustainable tourism very difficult to achieve in practice, 2) how can ecotourism be operated at the site level without a clear cut definition and appropriate management strategy and 3) can ecotourism be a sustainable option?. Although principles, checklists and codes of conduct of ecotourism and sustainable tourism management relating to the impacts of tourism have been introduced with the hope of bringing sustainability to tourism, it is still in doubt whether these instruments would contribute to sustainability or not. This is because the

identification of indicators is not easy and is controversial. It is argued that tourism and destinations are not uniform and the application of criteria in tourism management and planning will need to take account of these differences. Although the critical question remains as to what is the meaning of sustainable management together with a growing concern about the significance of sustainable tourism management, attempts have been made to put sustainable tourism into practice. Therefore the following chapter provides a pathway through the management of sustainable tourism including its principles and guidelines. The chapter also formulates the potential indicators for development of sustainable tourism in order to establish assessment criteria to be used for the investigation of case study communities in this research.

CHAPTER THREE

Sustainable Tourism Management and Guidelines for Practice

3.1 Introduction

As noted in the previous chapter, the tourism industry seems to have accepted the concept of sustainable tourism and is working towards the formulation and eventual adoption of a Global Code of Ethics for Tourism. The industry (WTO) has established systems and procedures to incorporate sustainable development issues as part of the core management function and to identify actions needed to bring sustainable tourism into practice. There are expectations that these should be a guiding and instrumental authority for such development at the local level so that the balance of the three inter-related aspects of tourism development: environment, society and economy would take place. The collaboration among stakeholders in tourism development is seen as essential to achieve the goals of sustainability.

As the concept is interpreted differently by different stakeholders, sustainable tourism runs the risk of becoming just an empty cliché (Muller, 1990, p.29). Unless an agreed definition of 'sustainable tourism' is developed, there is no chance of making much progress towards developing it in practice (Swarbrooke, 1999, p.357). However, there have been many attempts to demonstrate how sustainability can be achieved. Therefore, the main part of this chapter explores the management of sustainable tourism; attention is focused on its main components that were raised in the previous chapter and on the principles, guidelines and indicators of how to make tourism more sustainable at the destination level. In the final section, the assessment criteria are set out that were formulated particularly for this study to assess the current situation of tourism development at the case study communities and whether it is in accordance with international principles of ecotourism and contributes to sustainability or not. This requires a better understanding of the nature of impacts and the factors related to their occurrence. Standards for this criterion is then selected based on the core elements of sustainable tourism, ecotourism and corresponded to the management of tourism in case study destinations.

3.2 Management of Sustainable Tourism

'Planning for tourism has traditionally been associated with land-use zoning or development planning at the local or regional government level. Concerns have typically been focused on site development, accommodation and building regulations, the density of tourist development, the presentation of cultural, historical and natural tourist features, and the provision of infrastructure including roads and sewage. However, tourism planning at all levels of government has increasingly had to adapt in recent years to include concerns over the environmental, cultural and social dimensions of tourism...'

(Page and Hall, 2003, p.247)

As discussed in the previous chapter, tourism is an agent of change that may result in both positive and negative impacts in a destination. Alongside economic benefits, tourism has the capability of destroying the very resources upon which it is built. These impacts are evidently caused by mismanagement and lack of proper planning. However, some impacts can be controlled, regulated or directed. If tourism is managed according to the principles of sustainable development, tourism has the potential of being a renewable industry, where resource integrity is maintained or even enhanced (Glasson et al., 1995, p.43).

A review of tourism management related literature indicates a variety of management concepts by various authors. Therefore it is necessary to revisit some selected views of tourism management in order to identify common themes and principles that can be used as a base for providing an overview of the sustainable tourism management context.

The management of tourism faces difficulties due to the nature of the industry that have been characterised by: 1) the fragmentation of ownership and control; 2) the diversity of products and destinations; and 3) largely uncoordinated development that has been divided between public and private sectors. The distinction from many other industries is that tourism is visible in its impact and capable of making profound social and cultural changes not only to host destinations but also to tourist exporting areas (Robinson, 2000, p.V). Besides, there is the seasonal nature of demand in the tourism

industry that causes difficulties for destination management. As Laws (1995, p.16) indicates, all facilities have to be installed and staffed in order to meet peak demand. On the contrary, for the rest of the year the reduced visitor activity cannot sustain the peak level of business. Consequently, long term viability of seasonal destinations is endangered as this situation is unlikely to generate cash flow in business so that there is no new money injected to maintain or improve existing facilities from season to season.

On the other hand, Swarbrooke (1999, p.65) argues that seasonality is an advantage for the sustainable management of the destination as it can allow the over-used natural resources-environment a period of time to regenerate and allows people to recover from being entirely involved in the business before the next season. However, in some areas, it may lead to the under-use of infrastructure, which is economically inefficient. Thus, in terms of management, it is necessary to keep in mind the nature of the tourism industry and local context that may vary from one place to another.

According to Laws (1995, pp.10-11), tourism management in general is characterised by two approaches: 1) the need to market the destination to attract visitors to sustain its tourism business activities; and 2) the adoption of administrative methods to ensure beneficial forms of tourism. In terms of sustainability, Laws suggests that the success of a destination's management depends on dealing with the elements of destination, which comprise two factors: 1) the primary factors that refer to its climate, ecology, culture, tradition, architecture and its land forms; and 2) the secondary factors that refer to all kind of developments introduced for tourists such as hotels, catering, transport, activities and amusements. Therefore, it is crucial to have better understanding and knowledge of the local context of a destination.¹⁹ Understanding of the context of a destination can be achieved through methods of: 1) making decisions on specific issue and its elements that need to be examined; 2) auditing each category of tourism facilities, for example identifying their capacity and accessibility; and 3) conducting surveys to determine the numbers of tourists in particular categories using each type of

¹⁹ This includes: the situation of the destination; factors which determine tourist activity, which comprise easy access; affordability; ethnic or historic links; activities, scenery, culture and climate; familiarity or exoticness and marketing effort; and visitors' behaviour and their interests.

facility. This suggests the importance of baseline information obtained from a destination that is seen as an essential and fundamental resource for future development, management and marketing of a destination. According to differences between locations, the management approaches could be different depending on the local context of a destination.

Similarly, Middleton and Hawkins (1998) and Burkart and Medlik (1975, pp.132-134) indicate that tourism management deals with the total tourism product (TTP) that includes: the natural and man-made attractions of the area; its facilities and services; the access; the image of destination and; the total cost of the holiday. The better understanding of the local context is essential for the success of tourism management that can be achieved by using a bottom-up approach as the only logical basis for increased understanding and a way to evaluate and coordinate national 'grassroot' policies that are derived from detailed knowledge at destination. In addition, the success of tourism management is also based on an understanding of the consumer and on gearing the product directly to their wants and needs.

Further, Cooper and Jackson (1997, pp.54-60) suggest the use of 'Butler's Destination Life Cycle (1980)' (Figure 3.1 and Appendix 3.1 Details of Stages in the Tourist Area Life Cycle) as a management or planning tool. The Cycle comprises the stages of: exploration, involvement, development, consolidation, stagnation, and either decline or rejuvenation. The knowledge of the life cycle stage would help in determining specific management actions including a guide for strategic decision-making and a forecasting tool, and provides an enlightening descriptive tool for understanding how destinations and their markets evolve. It has been accepted as a framework for analysing changing destinations as well as criticized for its imprecision (Wilkinson, 1987). However, Haywood (1991, p.35) argues that understanding the process of 'tourist area cycle of evolution' and being able to predict change are important and of benefit to the destination planning and management as the cost of reaching sustainability usually increases as the need for changes become more obvious.

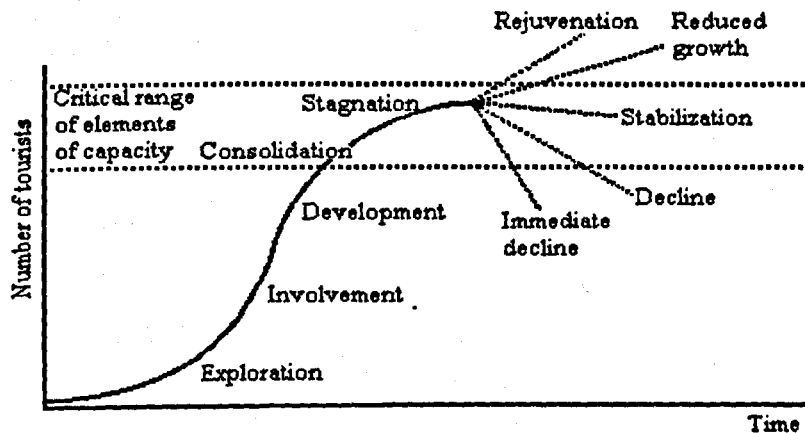


Figure 3.1 A Tourism Area Cycle of Evolution (1980)

Source: Butler, R. W.(1980, p.7)

Richards (1996, pp.16-17) and Bramwell et al (1996a, pp.61-64) suggest that management interventions to secure sustainable tourism are of two types: strategic management and operational management. The strategic management appeals more to policy and decision-making concerns, which establish long and medium goals and the financial, material, organisational and cultural parameters consistent with the achievement of those goals. It is necessary to define the basic criteria of action, land use, specification of infrastructure and conservation of landscape. In contrast, an operational management is more important for managers working in the tourist industry even though they may be also interested in strategic management. The approach involves planning and implementation of the detailed means of ensuring that tourism activities remain within the overall limits of resource use and achieve other sustainable strategic policy objectives. It is seen as being the 'sharp end' at which the battle for sustainability takes place. Due to the critical argument that many sustainable projects have been planned, but their implementation has been poor, these two elements have to be integrated in the planning and management programme. However, it can be argued that the approach may not work successfully due to ignorance of visitor management which is seen as the weakness of the approach because of the roles of visitors and

consequences of their management which is increasingly applied both in fragile rural and urban environments.

Swarbrooke (1999, pp.22, 216-251) points out that the key to success of sustainable tourism management involves: 1) marketing management, including the use of the marketing mix and de-marketing; 2) human resources management, including recruitment, pay, staff-management relations and staff-guest relations; 3) operations management, including purchasing policies and environmental practices and; 4) financial management, including investment appraisal techniques and budgeting (see details in Appendix 3.2 Sustainable Tourism Functional Management). The success of marketing activities depends on the provision of financial and human resources that are available for development of tourism products. This results in the need to hire more staff, retain existing staff, spend money on repairing the site and seek additional funding. A plan of action should be developed for each action that is required in the marketing strategy (Hall and McArthur, 1993, p.46).

Font and Tribe (2000, pp.1-22) suggest that the overall sustainability of the tourism operation should be assessed at four levels: 1) the visitor impact on the immediate tourist site; 2) the off-site impacts of running the site; 3) the contribution to improvement of non-tourism environmental goals (such as sustainable forest management) and; 4) the contribution of site activities to the sustainability of the local economy. However, Williams and Gills (1994; 1998, p.236; 1999) argue that the most effective sustainable management involves understanding of the real life context and employing specific and priority procedures including involvement of stakeholders, recognizing and understanding stages of community development, maintenance of a quality resource base (nature and culture) and understanding the components of tourist destination 'systems' (see details in Appendix 3.3, Components of Tourism). Harris, Griffin and Williams (2002, p.280) highlight that the management of tourism is never easy. It is multifaceted and issues vary according to ownership, type of attraction and the nature of the environment where sites are located. It needs to ensure that environmental and social objectives are integrated into daily activities. It is important

that sustainability objectives are reflected in cultural values as well as in operational and management systems.

In practice, as there are no simple blueprints for sustainable managerial practice, each stakeholder acts differently according to his or her own interest of how to make most benefits from the enterprise. This would lead to over exploitation of resources and create conflict of interest in the areas (as in Hardin's Tragedy of the Commons, 1968). Essential to the tourism version of the 'tragedy of the commons' was that because of growing numbers of tourist businesses based upon the natural resources, everybody simply took what they needed from those resources not owned by anybody in particular. The assumption was that inevitably common property resources would be over-utilised. Hardin indicates that the cause of the 'tragedy of the commons' was that consumers were ignorant about the important and value of natural resources and needed to be educated about the issues.

As everyone can have access to the common property, Bromley (1986, cited by Sofield, 2000, p.335) suggests that there is a need to distinguish between 'open access' referring to resources that are available to everyone and 'common property' resources for which specified people have specified rights. Like many other developing countries, many communities in northern Thailand have long-standing local management systems designed to protect the forest. Thus what will be appropriate for a management problem will be specific to its particular context (Bramwell et al., 1996b, p.61). Therefore, the issues and problems involved vary from case to case, in response to individual business, communities or destination. However, despite these differences, there are several issues in common which need to be considered in order to achieve the goal of sustainability. Based on the previous chapter and discussion above, the most frequently stated components of ecotourism that can influence an achievement of sustainability include: carrying capacity; small-scale tourism; local involvement; visitors' type and their demand; visitor management; and marketing of the destination. They are discussed in the following sections.

3.2.1 Carrying Capacity

Bramwell et al., (1996b, pp.43-52, 61) suggest that a solution to sustainable tourism can be sought in the concept of 'carrying capacity' of a destination area. It refers to the maximum amount of tourism activities that can be accommodated sustainably within a specified geographical area. They stress that:

'...natural and human resources should never be allowed to be damaged catastrophically or irreversibly, and more generally should be managed within limits and in ways considered to be sustainable (p.43).'

The approach (details are shown in Table 3.1) is based on the view that ultimately resources are constrained and limited. The emphasis is on preventing the over-exploitation of resources, which are considered to be sustainable, and the management of growth within the limitations of the destination so that the management of destinations and economic growth would not exceed the carrying capacity of the areas. Otherwise tourism would decline due to the fact that the response from exceeding the limit is delayed and if the environment is irreversibly eroded when over-stressed, and its resource base degraded and collapsed (Meadows et al., 1992), investment can hardly keep up with depreciation.

The tourism capacity is perceived by O'Reilly (1991, p.301) and McIntyre (1993, p.23) as the maximum number of tourists that can be contained in a certain destination area and maximum use of any site without causing negative effects on the resources, reducing visitors' satisfaction or exerting adverse impact upon the society, economy and culture of the area. Placing a limit on the number of tourists having access to a resource at or below the level at which they would create irreparable damage to the resource is an important issue as the concept of carrying capacity in the recreational and tourist context is not as simple as initially thought.

The concept of carrying capacity²⁰ has moved from one of finding optimal numbers of users to one involving the management of the resource, user expectation and preferences, and the physical parameters of the resource. Management of a resource may change its nature. Therefore *control* became accepted as a key issue with regard to level of intervention, planning procedures, monitoring and enforcement. In most cases, control is becoming a major problem as there may be no specific agency which has control of the resource or has responsibilities for management of activities such as ecotourism (Boyd and Butler, 1996).

McIntyre (1993, pp.23-25) indicate that tourism carrying capacity emphasises different aspects including physical, biological, social, and psychological or perceptual aspects of the tourism environment. It is divided into three types: 1) biophysical, which relates to the natural environment; 2) socio-cultural, which relates primarily to the impact on the host population and its culture; and 3) facility carrying capacity, which relates to the visitor experience. Carrying capacity varies according to season and over time, and with factors such as tourists' behaviour patterns, facility design and management, the dynamic character of the environment, and the changing attitudes of the host community. Additionally, Mowforth and Munt (1998, p.250) and Swarbrooke (1999, pp.225-226) argue that carrying capacities may vary with time. However, they identified several types of carrying capacity including: 1) physical capacity, the number of tourists a place can physically accommodate; 2) environmental or ecological capacity, the number of tourists that can be accommodated before damage begins to be caused to the environment or ecosystem; 3) economic capacity, the number of tourists that can be welcomed before the local community starts to suffer economic problems, such as increased housing values and land prices; 4) social capacity, the number of people beyond which social disruption or irrevocable cultural damage will occur; 5) infrastructure capacity, the number of tourists that can be accommodated by the

²⁰ Carry capacity has its origin in the field of wildlife management. It was discussed in terms of the maximum number of grazing animals which could be maintained on a site in 'good flesh' without causing damage to their food supplying or the soil (Wall, 1982 cited by Glasson et al, 1995, p.44). It is essential for sustainable tourism. Capacity is a measure of the tolerance of a site or buildings to tourist activity and the limit beyond which an area may suffer from the adverse impacts of tourism. Methodologies to measure and rank the relative importance of these capacity have been extensively debated (WTTERC, 1995 cited by Middleton and Hawkin, 1998).

destination infrastructure and; 6) psychological or perceptual capacity, the number of people a place can welcome before the quality of the tourist experience begins to be adversely affected. Glasson et al., (1995, pp.51-54) suggest that apart from these aspects, the political capacity or management capacity is another issue that needs to be taken into consideration. This aspect emphasises the organisational ability of a destination to co-ordinate and direct local tourism management. Swarbrooke (1999) concludes that these various carrying capacities share the same criticism of how to measure the capacity and how to put it into practice.

Additionally Glasson et al., (1995, pp.41-45) argue that though carrying capacity is seen as a guiding principle in tourism management that emphasises an awareness of both the costs and benefits of tourism, it tends to remain ill-defined, mishandled and in some cases, stimulates a contraventional debate as to its usefulness as a management tool. This is because it has met with limited success, as it cannot deal with the complexity and diversity of the industry. In terms of differences in the contexts of each destination, such as geography, ecosystem, social structure and economy, it is unlikely that the carrying capacity will be the same in any two destinations. Tourists, and the multitude of current destinations, are not uniform and the application of carrying capacity in tourism management and planning will need to take account of these differences. As a result, it is difficult to forecast its application in any location. In this respect, environmental impact assessment (EIA)²¹ can have an important role to play as an assessment of the cost-benefit of the tourism development and the trade-offs between economic, social and physical means as aid to decision making (Glasson et al., 1994, p.7). The assessment should be employed locally. Moreover, determining the carrying capacity of a destination area should take account of the views of the host residents and tourists.

²¹ EIA is an important issue, but is not addressed here. For the purpose of research, it is enough to note that it can be a useful tool for the development of initiatives. EIA was first established in the USA in 1969, with the National Environment Policy Act (NEPA). It is a systematic process, that examines the environmental consequences of development actions in advance. EIA can be an important tool for sustainable development. It can help to improve decision making on a project as well as the design of new development in order to minimise or eliminate adverse impacts on the environment. However, the EIA process faces its own problems in relation to the limited coverage of socio-economic impacts in many assessments. (Glasson et al, 1995, p.40).

Swarbrooke (1999) demonstrates that there are two schools of thought concerned with the nature and interpretation of tourism capacity: 1) tourism capacity is viewed as the capacity of the destination area to absorb tourism before negative impacts of tourism are felt by the host residents; and 2) it is considered to be the levels beyond which tourist flows will decline because certain capacities as perceived by the tourists themselves to have been exceeded. These suggest that for a sustainable management programme, an even balance has to be maintained both in the physical environment and the quality of the experience of the host community to the visitor whereby an overall management strategy should be established and specific policy instruments determined and implemented. However, it can be argued that the whole approach is fundamentally misguided, to the extent of how that limitation is defined and by whom it is determined and as Meadows et al., (1972, p.81) points out, it is unknown how much the natural ecological balance of the earth can be disturbed without serious consequences.

According to the difficulty of determining the resource thresholds and to what extent the upper limits of capacity would be determined in each area, the application of carrying capacity and the accounting for the subsequent position on levels of use has been impeded thus preventing its wider adoption (Linberg et al., 1996). Hunter and Green (1995) indicate that the nature, magnitude, frequency and seasonality of tourism activities are key influences on determination of tourism carrying capacity of the destination. As a result, it can be argued that over-use has consequences not only on the physical and environmental aspects but also on the social, cultural and economic characteristics of the destination. Thus the difficulties in measuring and quantifying the threshold both in physical and social aspects have restricted the use of carrying capacity as a planning and management tool. However, even though capacity cannot be measured absolutely, it is a means to identify critical thresholds. They are an essential part of a systematic strategy plan for the development of tourism (McIntyre, 1993, p.23; O'Reilly, 1991, pp.302-306) Swarbrooke (1999, p.226) argues that although carrying capacity is a useful concept, it is very problematic to use it in a practical way to help sustainable tourism. The present study argues that although carrying capacity cannot be an absolute functional tool in sustainable tourism development, it can be useful in management of tourism in some tourist destinations where there are limits of tourist

infrastructure. Carrying capacity can be used as a guideline and framework to prevent the over-use of tourism resources. This would be likely to help to minimise the negative impacts of tourism in the destination area.

3.2.2 Small-scale Tourism

In a response to sustainability, one vital aspect of ecotourism is the scale of the operations that could be varied depending on individual perceptions. Some suggest that 'ecotourism' should be small-scale tourism. This view is often illustrated with a number of negative impacts of mass tourism on the environment and on the host communities (Britton, 1977 cited by Fennell, 1999, p.103; Luck, 2003, pp.189-198).

Ideally, the smaller scale, dispersed nature of ecotourism development, with its less sophisticated demands, should enable a much higher degree of local participation than conventional mass tourism in terms of the direct and indirect involvement of local and family-based enterprises (Carter, 1997, p.71; Weaver, 1991). Further, the small scale of ecotourism activities implies that comparatively low numbers of tourists will arrive so that supporting facilities can be kept to a minimum and will be less intrusive. But it can be argued that the small-scale idea represents a problem for management of the large number of small operators and it is more difficult for management of the resources. In contrast, Wheeler (1997, pp.61-67) argues that sustainable does not necessarily mean small. Large-scale, spatially concentrated tourism may act as a safety valve siphoning off potential demand for scarce resources elsewhere and it may keep mass tourism firmly in its place. And as suggested by Weaver (2000, p.300) either mass tourism or small-scale tourism can be basically positive or negative in terms of destination impact, depending on where it is implemented and how it is managed. However, although the idea of small-scale development is laudable, it does not tackle the large-scale problem of volume, as the effective demand for tourist destination at a macro level would far outstrip the supply (see Section 2.4).

So the argument goes, the present study argues that context of the scale of tourism can to a certain extent play important roles in some destinations which are not suitable for large scale tourism due to for example, limited tourist facilities and infrastructure.

Therefore, there cannot be an absolute conclusion as to whether small-scale or large-scale tourism is better or worse. It depends on the local circumstances that differ from one place to another.

3.2.3 Local Involvement

'...As both Brandon (1993) and Cater (1994) acknowledge, there is the moral issue. If ecotourism is to be developed using the natural and cultural resources upon which the livelihoods of local people are based, it is imperative that those same local people are given a full say in how (and indeed whether) ecotourism is developed in their local area. Then there are economic reasons for encouraging a participatory approach to the planning and management of ecotourism. If local people are to 'buy in' to the development of ecotourism in their local area, they must achieve genuine and long-lasting benefits from it. If, on the other hand, the benefits of tourism flow quickly out of the local area, so that the local community is not involved in receiving them, support for principles of ecotourism will also ebb away...'

(Garrod, 2003, pp.50-51)

Local involvement or participation of local communities is one of the most frequently stated components of ecotourism. It is recognized as a necessary component of sustainable development (Drake, 1991, p.132). Beeton (1998), Cater (1994), Brandon (1993) and Drake (1991) also highlight the need for local community involvement in planning and managing ecotourism. It is seen as a way of generating community support for ecotourism, and a vital means of gaining and retaining such support. Without strong local participation, ecotourism initiatives cannot hope to succeed. However, it can be argued that alongside the advantages of local participation appear disadvantages. For example: involving a local community can lengthen the period of time needed to bring controversial projects into being (Swarbrooke, 1999); it is more costly than the traditional planning approach according to the requirement to increase the number of staff to run the project (Drake, 1991); and local people may feel that they cannot afford the time to participate in the planning process, especially in times of economic hardship (Timothy, 1999).

In Garrod's point of view (2003, pp.39-46), successful local participation in ecotourism planning and management requires aspects of: 1) the need for effective leadership; 2) empowering the local community; 3) linking economic benefits to conservation; 4) involving local stakeholders at every stage of the project cycle; and 5) local participation in project monitoring and evaluation. Weaver (1991) and Carter (1997, p.71) suggest that an involvement of the local residents as the business entrepreneurs is essential for sustainable tourism. Concerning locally owned and operated business; it provides much higher input of local products, materials and labour, as it does not need to conform to the corporate image of the multinational tourism concern. It not only provides greater multiplier effects throughout the local economy but also reduces import leakages and the remittances from expatriate labour that result from large-scale, foreign-owned, operations. The profits made therefore accrue locally instead of flowing back to the parent country. However, it is argued that in certain stages, ecotourism must share many of the same characteristics as conventional tourism in terms of leakages as the organization of ecotourism including travel and accommodation is arranged in advance by agencies based in the tourists' home country (Carter, 1997, p.70). The idea of locally owned and operated business faces difficulty in practice as happened in ecotour-destinations in northern Thailand where the local residents cannot afford to run the business due to the poverty, lack of critical understanding of ecotourism, knowledge and business management skills (see Chapters 7 and 8). As a result most locally owned businesses often fall into the hands of imported investors from outside the community and the local residents are instead employed in the business. And as suggest by Godfrey and Clarke (Godfrey and Clarke, 2000), full involvement of a local community in the process of planning and managing ecotourism requires a great deal of time, energy and organizational resources. This suggests the possibility that local involvement in planning and management is by no means a 'quick fix' for bringing about the sustainable development of ecotourism.

3.2.4 Visitors' Demand and Variety of Tourist Types

Muller (1997, pp.32-33) suggests that one of the core elements that causes difficulty in achieving tourism sustainability is the continuing pressure from visitor demand, due to tourism growth, expanding leisure budgets, greater willingness to travel and the

increasing importance of getting away or traveling as a way of giving life a meaning or as a status symbol. As suggested by Poon (1997, pp.47-51), tourists go on vacation in order to see something different, something that would expand their experience and are often keen on expressing their individuality at the destination. As a consequence, tourism management faces the difficulty of how to satisfy all tourist types that can be, for example, distinguished as: drifters, explorers, individual mass tourists and organised mass tourists (Cohen, 1972). Thus, Laws (1995, p.56) indicates that a key factor in managing tourism for quality is to understand what satisfaction clients anticipate from the purchase of a visit to destination. For example, due to environmental concerns, tourists are willing to choose greener products that make the environmental factor one of the key tools to gain competitive advantage. Moreover, a new type of postmodern traveller is moving away from mass tourism, believing that their use of tourism facilities and their presence in tourist destinations will not damage the resources they visit and embracing the promises offered by tour companies (Font and Buckley, 2001, p.1). Thus in a destination management plan, it is essential that the target group of tourists is specified and the destination has to be managed in ways that can attract them.

Orams (2001) suggests that the key issue in ecotourism management is reviewing the range of ecotourism types according to the nature of their operation or the definitions of terms used and their relationships with nature. Laarman and Durst (1987) indicates that the range of ecotourism can be divided in to 'hard' and 'soft' dimensions (Figure 3.2 Hard and Soft Ecotourism) when considering the types of ecotourist themselves, which refers to the level of dedication of the ecotourists to the experience in terms of physical rigour and effort involved and the level of interest in the natural attraction. As shown in Figure 3.2, 'hard-core' ecotourists have a deep level of interest and often expertise in the subject matter. They are involved in specialized trips undertaken over a long period of time by small groups of dedicated environmentalists, preferring to travel in difficult circumstances and immerse themselves in a wilderness or other relatively undisturbed environment. They are prepared to live basically with few comforts and service. In contrast, the 'soft' ecotourists have a casual interest in the natural attraction but wish to experience that attraction on a more superficial and highly mediated level, usually as an incidental component of a multi-purpose trip. They are less prepared to accept

discomfort and physical hardship as part of the experience and may want to be surrounded by other tourists. They tend to concentrate in more modified areas, often on the edge of a protected area or within its interpretive centre, where a high level of service exists. The other difference between ‘hard and soft’ ecotourists is that hard ecotourists are engaged in specialised ecotourism travel whereas soft ecotourists are engaged in ecotourism as a short duration element of a multi-purpose and multi-dimensional travel experience.

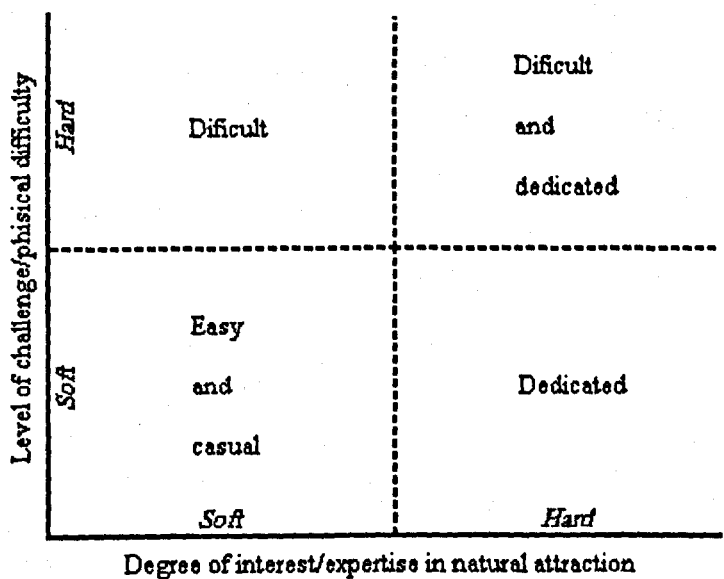


Figure 3.2 Hard and Soft Ecotourism

Source: Laarman and Durst, 1987

According to Boyd and Butler (1996), ecotourists may be divided into 3 different characteristic groups:

- 1) ‘Eco-specialists’ are people who prefer simple development, like to travel alone, and are the most orientated to the natural environment, focusing more on exploring, viewing and admiring vegetation and diversity of wildlife, paying less attention to the cultural aspects and seeking to gain knowledge about the opportunities a destination affords for ecotourism, avoiding or being less willing to accept activities in a destination and have less contact with others. Impacts by eco-specialists are

minimal or uncommon because they normally leave only a limited impact on the environment and little direct control may be needed. But on the other hand, they may cause greater impacts on environment because they frequently enter less accessible destinations which may be highly sensitive to human intrusion;

- 2) 'Intermediates' who accept limited developments in isolated destinations and prefer to travel with an organized tour set up by specialists in catering for ecotourism who provide guides to accompany tours; and
- 3) 'Eco-generalists' who accept more extensive development that suits their wider preferences and enjoy attractions of the cultural environment equally with the natural environment. The visit will generally be of a shorter duration (weekend to day trips) in an organized party, following a specific itinerary with accommodation provided and a guide present to offer interpretation.

From the above, types of ecotourist may be divided according to the definition of ecotourism, its activities and the individuals (ecotourists themselves). In terms of ecotourism management, the types of ecotourist play a significant role and influence the direction of site management including ecotourism activities, so that it seems that it is not going to be possible to cater for all types in one destination as the ecotourism market is too diverse. The different types of ecotourists have different interests and different demands on services and facilities in a destination; they require different ways of management. Then the question is how to manage ecotourism so that it would satisfy all different groups of ecotourists in a destination. Another consideration in terms of the type of ecotourist is that ecotourism itself may shift or change in the early stages of a destination's development. This may be difficult to manage. It is also suggested that the more educated the traveller becomes the more a destination has to provide a product with integrity. These key characteristics of tourists are leading to the difficulty of how to manage tourism to suit the demands of tourists (see Appendix 3.4 The New Consumers) as well as the economic, social and environmental needs of destinations. Their demands and tastes play significant roles in destination management since changing the nature of a destination in order to attract visitors will appeal to different types of visitors at different phases of its development. It is therefore important to be aware that the preferences for destinations change constantly overtime. Thus the

problem of how to satisfy the variety of groups of tourist in a destination is still a subject of debate

3.2.5 Visitor Management

'...the greater the exposure of the site to visitors, the greater is the potential for negative visitor impacts to arise...

Garrod (2003, p.126)

Growing visitor numbers have been the targets for the development of tourism as it appears to have positive effects for a local economy, especially in terms of income and employment. However, if the growth of visitor numbers is beyond the tourist carrying capacity, negative effects may outweigh the positive advantage. Then tourism can cause negative impacts on the local environment, the local population and even on the quality of the visitor's experiences (Glasson et al., 1995, p.105). Therefore visitor management involves a trade-off between impacts on economy, ecology and local society; aiming to moderate the impacts of visitors while still enabling them to come to the site, interact with whatever is to be found there and to achieve satisfying experiences from their visit. As a consequence, the management of visitors plays a significant role in sustainable tourism management terms. Glasson et al (1995, pp.28, 49) and Garrod (2003, pp.124-139) indicate that the presence of visitors at a destination generates mixed consequences, both positive and negative, that are the result of the interaction between tourists and the host destinations. The levels and types of impacts are different and are determined by the type of holiday, personal socio-economic attributes, travel motivation, time available, religion, behavior, nationalities, age and gender, level of awareness, understanding and expectations of the visit. Their preferences should be considered very seriously in any ecotourism planning strategy (Boo, 1992 cited by Ceballos-Lascurain, 1992, p.95). Therefore, visitor management faces the problems of how possibly to find the consensus of satisfaction among different types of ecotourist with different requirements of service and management. Garrod (2003, p.130-135) further suggests that techniques of visitor management can be divided into two types of management: 1) supply-side techniques which refer to increase in the capacity of the

site to receive visitors without it being unduly damaged or the visitors' experience otherwise being impaired; this technique includes queue management, making capacity more flexible, increasing capacity, site hardening and restrictive ticketing and quota systems; and 2) demand management techniques which include price incentives, marketing, education and interpretation. It is suggested that in order to achieve sustainable tourism management and management of visitor impacts, in addition to a requirement for working partnerships among stakeholders and linking public consultation to decision making (Globe, 1990), it is essential to educate visitors about the costs and benefits of ecotourism and negative impacts of certain forms of behavior as well as informing them of appropriate behavior. This is because it can have a critical influence on visitors' behavior, both during and after the visit (Bramwell and Lane, 1993; Boo, 1992 cited by Ceballos-Lascurain, 1992, p.95). Success in managing ecotourism in the destinations requires a combination of various techniques as one technique alone may not simply solve all existing problems.

Amongst the various techniques, interpretation and ecolabelling schemes are recognized to be the most well known techniques that have recently been introduced in the tourism management field. The techniques are also shown to have the potential to serve as tools for sustainable tourism management and visitor impact management (Garrod, 2003, p.135). They are discussed in the following sections.

3.2.5.1 Interpretation

Tilden (1977) recognizes interpretation as an education-based activity that reveals meaning and knowledge about the destination through the use of objects, by direct experience and by instructive media, rather than simply communicating facts and figures. These suggest that mechanisms for educating visitors about destinations can take various forms including displays and exhibitions, printed brochures and maps, signs, audio presentations and guided tours (Timothy and Boyd, 2003, p.174). Through these experiences, people would be more aware of the places they visit and the knowledge they obtained would increase their understanding and promote interest that leads to greater enjoyment and perhaps responsibility for the places (Herbert, 1989, p.191).

To achieve sustainability of tourism, McArthur, (1998, pp.63-64) indicates that a high-quality interpretation is an essential fundamental instrument that requires a true understanding and integration of audience, message and technique. To achieve this degree of performance, training is required for most interpreters. And as also suggested by Barrow (1994), experienced multilingual interpreters are often central to the ecotourism experience are seen as a key element in assisting the visitors' learning process (Moscardo and Woods, 1998). Orams (1995), suggests the use of interpretation as the possible solution to managing ecotourism. His management methods consist of three main elements:

- 1) Physical control means that visitors should be separated physically from the natural environment or distributed over a wider area by using barriers, paths and boardwalks;
- 2) Direct controls by using rules, regulations, and permits or charges used to prohibit or restrict human behaviour; and
- 3) Indirect mechanisms which are the way to reduce inappropriate behaviour on a voluntary basis through education by interpretation programmes. Educational activities should aim to reveal meanings and relationships through the use of original objects, by first hand experience and by illustrative media, rather than simply to communicate factual information.

For the success of the implementation of these methods, the results of such programmes must be assessed, which can be done through methods of observation, interview or questionnaires. It is essential to regularly monitor and evaluate long term effects of activities. However, to some, this technique may be discounted as a complete solution to managing ecotourism. On the other hand, it is useful in some circumstances such as in a protected area where visitors are to be completely prohibited. And as suggested by Swarbrooke (1999, p.32), the interpretation technique should at least be applied in any destination in order to divert demand away from the environmentally fragile areas. Additionally, whatever needs to be done in the destination, it is essential to realize that the main principle of managing ecotourism is to maintain the integrity of the resource, mitigate the negative impacts and avoid the negative changes in the area.

3.2.5.2 Ecolabelling Certificate Schemes

In order to achieve the goal of sustainable tourism, ecolabelling certification schemes have been introduced for stakeholders in tourism development. This is so that in their tourism operations, it can be used as an instrument for promoting the most suitable forms of ecolabel for their local conditions in order to identify that the site management and activities promoted do not damage the environment (Eugenio Yuni, Chief of Sustainable Development of Tourism, WTO, July 2001, in Font and Buckley, 2001, p.XX) Consequently as indicated by Fonts and Buckley (2001), certification is viewed as a marketing tool to promote good environmental performance, which practically relates to any form of tourism that uses the environment as part of its marketing strategy, being used as an instrument of government policy and as a mechanism for consumer choice. However, it is argued that as there is so much discussion revolving around the true meaning of sustainability and ecotourism, such ecolabelling schemes may not be the answer to sustainability as the question remains what is the standard of environmental performance, as it would be different from one place to another. An ecolabelled product in one country might well have a lower actual standard of environmental performance than an unlabelled product in another country (Buckley, 2001, p.24). Therefore in management terms, Diamantis and Westlake (2001, pp.29-31) suggest that ecolabelling schemes could be adapted to coincide with different types of sustainability: very weak; weak; strong; and very strong (see details in Appendix 3.5 Types of Sustainability within Tourism). These would provide a number of alternatives for tourism management. From this point of view, it can be argued that ecolabelling schemes may encourage stakeholders to perform responsible environmental practices only when they can be beneficial and used as a key marketing ploy. On the other hand, the management of tourism should emphasize the key issues of how to make tourism more sustainable especially in the local context and it is important to recognize that all types of tourism could be sustainable. However, it is necessary to be aware that one technique may work and be successful in managing ecotourism in one destination but it does not mean that it will also work and be successful in other destinations due to the different local context.

3.2.6 Marketing of the Destination

Tourism Marketing is another key issue that plays a significant role in the success of development of tourism. Therefore this section presents an overview of marketing of the destination, which was used for the analysis of the current situation of tourism in the case study communities (Chapter 9). This provides better understanding of the tourism context in northern Thailand. As Law (1995, pp.10-11) suggests, marketing of a destination is an essential approach of tourism management. A destination needs to be marketed to attract visitors in order to sustain its tourism business activities so that the benefits from tourism are maintained. However, Prat (1996, pp.141-144) indicates that marketing of the products is considered of great importance for appropriate tourism management programmes. This is because appropriate marketing of destination has a key role in attracting new clients, particularly the green tourists, relying on advertising through the big tour operators. It is better sustainable practice for the local destination to influence how and through what image its destination is sold. Further, the local private entrepreneurs should be interested in the direct advertising of the product, based on the reality of the destination, rather than on the tour operator's narrow image. For the long-term benefit of the destination, false advertising and incorrect or unclear images must be avoided. In order to achieve sustainable tourism development, the techniques to be applied for each destination are different depending on the objective of destination development, type of tourists and tourist products or activities. For example, for heritage management, the interpretation and presentation is the key to successful management (Millar, 1991, p.121) in order to attract clients who will respect the tourism resources.

In terms of ecotourism management, the complication is caused by the confusion and implications of its definitions (see details in Table 2.3 Selected Definitions of Ecotourism) as tourism operators and agencies have adopted 'ecotourism' with different interpretations and management approaches. Perception of site managers toward its definition, whether it is used as key marketing ploy or as a tool for sustainability, is crucial as it influences sites and activities operation (Orams, 2001, p.27) as demonstrated in the case study chapters (Chapters 6-8).

3.3 Guidelines for Sustainable Tourism Management in Practice

As discussed in Chapter 2 and the previous section, there is a lack of agreement about how to bring sustainability to tourism. Growing concern over these problems has led to the growth of various codes of conduct for the ecotourism industry and as a consequence there are any numbers of principles, theories and suggestions as to how the desired situation can be achieved (Table 3.1). Though sustainability indicators are available and being used, it is not easy to identify performance indicators against any baseline and targets that will allow the industry to monitor its success or to move forward to become more sustainable in its activities. This is because: 1) the implementation of such guidelines or codes of conduct is usually undertaken on a voluntary basis. For successful implementation, strategy organisations require measurable targets to keep them on course. Besides, without official accreditation of achievements, stakeholders may feel that they cannot afford to spend time and money on sustainable tourism unless they can benefit from it (Swarbrooke, 1999, p.38); and 2) according to differences in local contexts, it is not possible to establish an accepted official standard of sustainable management, as one guideline may work successfully in one particular destination but not in the other destinations (Middleton and Hawkins, 1998, p.240). Thus, it is difficult for managers to act towards achieving sustainability. Therefore the potential for development of tourism must be specially examined and managed for each destination (McIntyre, 1993, p.3). Accordingly, a number of programmes, guidelines and codes of conduct were developed, introduced and established to put forward various ways of managing ecotourism and sustainable tourism for the safety of destination operations. This is to ensure that impacts from the activity are controlled and minimized. The details are described in the following sections.

3.3.1 Principles and Guidelines for Management of Ecotourism and Sustainable Tourism

In order to make ecotourism a more effective tool for sustainable development, the different components of the tourism industry from both the demand and the supply sides are attempting to conduct their practices with low impacts on the environment, society

and local economy. The purpose of the principles, codes of conducts and indicators used in sustainable tourism is to highlight and implement the best practices for tourism involving its products, services and management.

To achieve sustainability, many models of sustainable tourism have been introduced, for example, 'An Ideal Model of Sustainable Ecotourism' (Wight, 1993 cited by Swarbrooke, 1998, p.324) with nine principles, which should underpin sustainable ecotourism (See Appendix 3.6 An Ideal Model of Sustainable Ecotourism). The principles reflect the goals of sustainable development, particularly in the economic aspects, which agree well with Beeton's point of view (1998) regarding the economic benefits for local communities, that ecotourism has the potential to increase the value of tourism to the local economy. At the same time, it also improves the experience of visitors and provides a positive force to assist in the conservation of resources and local community.

Boyd and Butler (1996), introduced a framework for the management of ecotourism in destination areas 'The Ecotourism Opportunity Spectrum (ECOS)' (Appendix 3.7 The Ecotourism Opportunity Spectrum), which incorporates and modifies ideas from the Recreation Opportunity Spectrum (ROS) and the Tourism Opportunity Spectrum (TOS) to address ecotourism specifically. The ECOS framework proposed is therefore a model which represents a view that can be changed over time in many directions as the type of tourism will also change. It contains eight components of accessibility, other resource-related activities, attractions offered, existing infrastructure, social interaction, level of skill and knowledge, acceptance of visitors' impacts, and acceptance of a management regime. The approach focuses on two key interrelated issues. One is the problem of maintaining the quality and ecological integrity of the resource base in which ecotourism is being undertaken in order to ensure the maintenance of the resource for its own sake and to ensure that it remains attractive to tourists and to local residents.

The second problem is that of maintaining the quality of the recreation experience for the ecotourists themselves, which is based not only on the quality of the natural environment but also on the level and nature of the interaction between groups of users.

Boyd and Butler (1996) suggest some specific considerations, which should be taken in to account regarding different types of ecotourists who may be divided into 3 different characteristic groups: eco-specialists, intermediates and eco-generalists (refer to Section 3.2 Management of Sustainable Tourism).

Further, Hawkins and Khan (1998, pp.202-203) introduced the 'Checklist for Ecotourism Projects in Developing Countries' (See Appendix 3.8 Checklist for Ecotourism Projects in Developing Countries), which emphasises key interrelated issues: 1) the respect for the integrity of the ecosystem, which emphasises the importance of the natural environment for promoting tourism's economic benefits, and management of ecotourism at a small-scale as it is easier to manage and maintain the integrity of the ecosystem; 2) the promotion of local participation in the development process, which emphasises local participants' role, empowerment, participation in the project life cycle, creating stakeholders and distributing benefits; participation at the community level is seen as the key in achieving mutual benefits and; 3) economic opportunities for the local communities, which emphasise long term benefits by using indigenous elements, conserving resources, preserving the ecosystem, and promoting social, cultural and natural awareness that appear to be working together toward providing economic benefits to the communities. Hawkins and Khan (1998) are convinced that based on the 'Checklist' combined with sound planning and management, ecotourism can help promote natural, social, cultural and economic improvement for sustained conservation efforts of the communities.

'Canada's Code of Ethics and Guidelines for Sustainable Tourism' (Wight, 2001, pp.143-144) was established in 1992 by the Tourism Industry Association of Canada (TIAC) to be directed at tourists, and five industry sub sectors including accommodation, foodservices, tour operators, ministries and tourism associations. They were intended for voluntary adoption, but have not been widely adopted by industry. Instead, the industry focuses on development of codes, labels and environmental awareness. Specific guidelines expand the codes both at an overall industry level and in relation to the natural environment, social and cultural perspectives. The guidelines are on a comprehensive range of topics for each tourism sub sector, including: policy,

planning and decision-making; guests and the tourist experience; the host community; development; natural, cultural and historic resources; conservation of natural resources; environmental protection; marketing; research and education; public awareness; industry cooperation; and the global village.

A number of principles and guidelines have been introduced with emphasis on different key elements of sustainable development as shown in Table 3.1, which illustrates four examples of such codes of conduct. They are based on the work of a number of authors and claim that they are concerned largely with processes rather than outcomes or how sustainable tourism should be on the ground in reality, in particular locations. Instead, they demonstrate the possible implications of sustainable tourism and how sustainable tourism might be achieved. Though they contain sound advice, they rarely deal with the fundamental underlying issues and tend to be rather superficial as the focus is on principles, rather than methods.

Table 3.1 Principles and Guidelines for Management of Ecotourism and Sustainable Tourism

Sources	Principles and Guidelines for Management of Ecotourism and Sustainable Tourism
1) Wight, 1994 (in Blamey, R.K., 2001, p.11)	<ul style="list-style-type: none"> • Develop in an environmentally sound manner. • Provide long-term benefits to the resource, to the local community and industry (benefits may be conservation, scientific, social, cultural or economic). • Provide first-hand, participatory and enlightening experiences. • Involve education among stakeholders (before, during and after the trip). • Encourage stakeholders' recognition of the intrinsic values of the resource. • Involve acceptance of the resource in its own terms, and in recognition of its limits, which involves supply-oriented management. • Promote understanding and involve partnerships between stakeholders (both before and during operations). • Promote moral and ethical responsibilities and behaviour towards the natural and cultural environment by stakeholders.
2) The Ecotourism Society (in Lindberg and Hawkins, 1993)	<ul style="list-style-type: none"> • Minimise visitor impacts on the ecological system, and local culture by offering literature, briefings, leading by example, and taking corrective actions both before and during visiting the destination. • Use adequate leadership, and maintain small groups to ensure minimum group impact on destinations. Avoid areas that are under-managed and over-visited. • Ensure managers, staff and contact employees know and participate in all aspects of company policy to prevent impacts on the environment and local cultures. • Training staff to enhance their ability to communicate with and manage clients in sensitive natural and cultural settings. • Be a contributor to the conservation of the region being visited. • Encourage local business operations. • Provide accommodation with minimum use of local resources or destruction to the environment, which provides ample opportunity for learning about the environment and sensitive interchange with local communities.

(continued)

Table 3.1 (continued) Principles and Guidelines for Management of Ecotourism and Sustainable Tourism

Sources	Principles and Guidelines for Management of Ecotourism and Sustainable Tourism
3) Tourism Concern, 1991	<ul style="list-style-type: none"> • Using resources sustainably. • Reducing over-consumption and waste. • Maintaining biodiversity and promoting natural, social and cultural diversity. • Integrating tourism into a national and local strategic framework. • Supporting local economies. • Fully involving local communities in the tourism sectors. • Consulting stakeholders and the public; consultation between the stakeholders to resolve potential conflicts of interest. • Training staff to integrate sustainable tourism into work practices, along with recruitment of personnel at all levels. • Marketing tourism responsibly with full and responsible information increases respect for the context of destination areas and enhances customer satisfaction. • Undertaking research to help solve problems and to bring benefits to destinations, the industry and consumers.
4) Bramwell et al (1996, pp.43-52))	<ul style="list-style-type: none"> • Recognise policy, planning and management as appropriate and, essential responses to the problems of natural and human resources misuse in tourism. • Emphasise that there are limitations to growth and that tourism must be managed within these limits. • Encourage long- term rather than short-term thinking. • The concerns of sustainable tourism management are environmental, but are also economic, social, cultural, political and managerial. • Emphasise the importance of satisfying human needs and aspirations, which entails a prominent concern for equity and fairness. • All stakeholders need to be consulted, empowered and informed in tourism decision-making as well as sustainable development issues. • The overall goal for all policies and actions is to achieve sustainable development. Sustainable tourism concept is implemented with recognition of the fact that reality are often limits to what will be achieve in the short- and medium-term.

(continued)

Table 3.1 (continued) Principles and Guidelines for Management of Ecotourism and Sustainable Tourism

Sources	Principles and Guidelines for Management of Ecotourism and Sustainable Tourism
4) Bramwell et al (1996, pp.43-52) (continued)	<ul style="list-style-type: none"> • Good understanding of how market economies operate, of the cultures and management procedures of involved players, and of the values and attitudes of the public is necessary in order to turn good intentions into practical measure. • Good recognition of conflicts of interest over the use of resources. In practice, trade-offs and compromises may be necessary; and • The balancing of costs and benefits must be put in to consideration

Source: Blamey, R.K. (2001), Lindberg, K. and Hawkins, D.E. (1993), *Tourism Concern*, (1991) and Bramwell, B. et al (1996b)

McArthur (2000, pp.265-276) argues that all of these models suffer from a failure to establish sufficient stakeholder support largely because the culture inherent in the models is not attuned to attracting wider stakeholder involvement. In response to these criticisms, a new model of the 'Tourist Optimisation Management Model (TOMM)' was introduced as a regional approach to seek and assess solutions to issues that threaten the health of tourism and the resources that tourism depends upon. It puts more emphasis on the contextual analysis and monitoring programmes and is designed to serve a multitude of stakeholders with a multitude of interests, and can operate at a regional level over a multitude of public and private land tenures. TOMM comprises three major parts in its structure:

- 1) The contextual analysis involves identifying strategic imperatives such as current policies and emerging issues, identification of community values, product characteristics, growth patterns, market trends and opportunities, positioning and branding, and alternative scenarios for tourism in the region;
- 2) A monitoring programme involves the identification of optimum conditions, indicators, acceptable ranges, monitoring techniques; and

- 3) A management response involves the identification of poor performing indicators, the exploration of cause and effect relationships, the identification of results requiring a response and the development of management response options.

The TOMM generates a wider range of optimal conditions that in turn generate a wider range of indicators and consequently limit the ability of each condition to be adequately represented. However, TOMM does help to generate tangible evidence upon which the viability of the tourism industry depends. As it is intended to work at the regional level, it theoretically covers the various issues of environments, tenures, land uses and stakeholders. As a consequence, TOMM is faced with limitations as it offers many different things rather than a moderate understanding of something in particular. Thus for efficient operation, it is suggested that the essence of TOMM should be integrated into narrower and more focused perspectives on environmental management including a particular model for monitoring and managing the quality of the visitor experiences, and the condition of the natural, cultural and social resources. If all these concerns can be taken into consideration, the approach could be beneficial in moving forwards in the direction of sustainability.

3.3.2 Criteria for Sustainable Ecotourism

For the purposes of the present study, a set of assessment criteria which would be expected to characterize sustainable ecotourism was developed and modified based on a critical consideration of the principles of ecotourism and sustainable tourism discussed in the literature review in Chapter 2 and Sections 3.2 and 3.3.1 above. Due to the diverse set of players involved in developing the ideas behind ecotourism, there has been a sustained international debate on the meaning of ecotourism which has included the ideas of Boyd and Butter (1996), Hawkins and Khan (1998), Wight (1993, 1994; 2001), Bramwell et al (1996a), the Ecotourism Society (1991), Tourism Concern (1991), Ceballos-Lascurain (1998), Ecotourism Association of Australia (1992), IUCN (1996), WTO (1997), Fennell (1999), Cater and Lowman (1994), Wearing and Neil (1999), Ross and Wall (1999), Blamey (1995), Beeton (1998) and Honey (1999). A review of their views (in Chapter 2) confirms that the most frequently mentioned key issues of ecotourism include: conservation, education, local ownership, small-scale,

economic benefit for local community, the relevance of cultural resources, minimum impacts and sustainability. Most views encompass key aspects of: local participation; natural environment; low impacts; culture; and small-scale of operation. These points justify a critical evaluation of the plausibility of developing ecotourism operations in accordance with the definition.

These criteria which place emphasis on the concept of sustainability were combined with consideration of the particular circumstances of the context of ecotourism in northern Thailand. The criteria were developed, then tested in the investigated communities to find out whether or not they were applicable in the study areas. Due to the local context of tourism development and management, the criteria were revised to accommodate the local circumstances (see Section 5.4).

To keep the research focused on the study issues, the criteria were applied in the case-study communities as a framework for analysis and structure of the findings so that a comparative evaluation of the findings could be identified as to whether or not tourism development there conforms to the international principles of ecotourism or contributes to sustainability. Thus, the current situation of ecotourism development in northern Thailand could be identified. The results address key issues for sustainable tourism in the context of northern Thailand.

Accordingly, the criteria reflect the fundamental ideas and principles of sustainable development to ensure balancing and maintaining sustainability of destinations. The main principles of ecotourism involve aspects of: 1) appropriate types of tourist activities, existing infrastructure and access; 2) appropriate tourism planning and management; 3) local economic generation; 4) conservation of ecological and socio-cultural environment; 5) education; 6) local participation and cooperation among stakeholders; and 7) definition of ecotourism and perceptions of stakeholders towards ecotourism. These principles should underpin sustainable ecotourism in northern Thailand. They are listed here as a basis for the characteristics that were sought in the qualitative assessment of the case studies. Reconciliation of terms used is required to

ensure continuity; these criteria are classified under generic headings as shown in Table 3.2 below. All the generic factors and identification criteria are interrelated.

Table 3.2 Assessment Criteria for Assessment of the Current Situation of Ecotourism in the Case Study Communities

Activities	
<input type="checkbox"/>	Nature based activities
<input type="checkbox"/>	Culture based activities
<input type="checkbox"/>	Create interaction between host community and tourists
<input type="checkbox"/>	Help to preserve local traditions
Existing Infrastructure	
<input type="checkbox"/>	Difficulty in traveling to an area
<input type="checkbox"/>	Channels of information available to promote and inform ecotourism within the region
<input type="checkbox"/>	The provision of shopping/local products
<input type="checkbox"/>	Entertainment facilities
<input type="checkbox"/>	Provision of suitable accommodation
<input type="checkbox"/>	Water
<input type="checkbox"/>	Power
<input type="checkbox"/>	Sewage system
Tourism Planning and Management	
<input type="checkbox"/>	Private sector
<input type="checkbox"/>	Public sector
<input type="checkbox"/>	Local community
<input type="checkbox"/>	NGOs
Local Economic Generation	
<input type="checkbox"/>	Provide employment opportunity for local communities
<input type="checkbox"/>	Provide local ownership
<input type="checkbox"/>	Long term benefits
<input type="checkbox"/>	Environment and economy integration
<input type="checkbox"/>	Coordinate all elements to optimize local economic benefits
<input type="checkbox"/>	Distribute local economic benefits-revenue sharing
<input type="checkbox"/>	Recognize local service and effort
<input type="checkbox"/>	Create markets for local products
<input type="checkbox"/>	Encourage profits to be used for conservation and preservation efforts
<input type="checkbox"/>	Use local material and labour to keep money in local economy
Conservation	
<i>Environmental Goals</i>	
<input type="checkbox"/>	Resource benefits
<input type="checkbox"/>	Prevention of resource degradation
<input type="checkbox"/>	Supply-oriented management
<input type="checkbox"/>	Promote recognition of the values of resource and accept the resource on its own terms
<input type="checkbox"/>	Emphasise the importance of natural environment to sustain tourism
<input type="checkbox"/>	Use site-specific development
<input type="checkbox"/>	Design facilities and utilize equipment that conserve energy

(continued)

Table 3.2 (continued) Assessment Criteria for Assessment of the Current Situation of Ecotourism in the Case Study Communities

Environmental Goals (continued)	
	Practise recycling, reducing and reusing
	Emphasize development that is cost-effective with minimum strain on natural resources
	Preserve vegetation, reduce deforestation whenever possible
	Use local knowledge and practices
	Ensure that the underlying ethics of responsible environmental practices are not only to the external (natural and cultural) resources, which attract the tourists, but also to their internal operations.
	Provide long-term benefits to the resources, local community and industry (benefits may be conservation, scientific, social, cultural or economic)
Social and Cultural Goals	
	Improve quality of life
	Improve standard of living
	Improve infrastructure
	Increase security in life
	Planning (not only concentrate on economic development but emphasise the demand for unspoiled environment and consideration of the needs of local residents),
	Increase education opportunity,
	Conservation with equity
	Promote moral and ethical responsibilities and behaviour towards the natural and cultural environment
	Provide first hand, participatory and enlightening experiences
	Promote socio-cultural pride by organizing community programmes
	Incorporate local culture values and traditions
	Respect local ideology and heritage
	Provide opportunities for hosts and guests interaction
Education Provision	
	Involve education among stakeholders such as local communities, government, non-government organisations, industry and tourists (before, during and after the trip)
	Link profits to community programs, education and environmental awareness
	Interpretation material
Local Participation	
	Promote local participation as much as possible
	Create opportunities for local empowerment
	Convey a sense of local ownership and leadership
	Create opportunities for group projects
	Create opportunities for the locals to control and manage valuable natural resources
	Promote understanding and involve partnerships between stakeholders
	Cooperation between local community and other stakeholders
Definition of Ecotourism and Perception of Stakeholders towards Ecotourism (understanding of ecotourism term)	
	Local Community
	Private sectors
	Public Sectors
	NGOs

3.4 Summary

To achieve sustainable management of ecotourism, essential factors that need to be considered include: local context, types of tourist, tourist activities and their operation, marketing, interpretation and techniques employed. In theory, many attempts have been made through principles, models and guidelines to define ecotourism and sustainable tourism but they focus on the processes rather than the outcomes at the ground level in particular locations. Although the strategies may be introduced, weaknesses may well appear due to either a lack of knowledge of how tourism actually operates or the potentially negative implications of implementing the technique. It is argued here that strategies can only be evaluated if actual performance can be measured against a set of performance indicators. These indicators need to be expressed in terms of measurable targets. Due to the nature of sustainable tourism, its targets often are vague and incapable of measurement and the objectives are not achievable. Though there appears to be a problem of measurement, indicators have an important role to play as guidelines to make tourism more sustainable. However, it is essential to be aware of the fact that reality is always more complex than any model can portray. Therefore combinations of different indicators and approaches may possibly be more beneficial and differently applied in each locality of operation. Even if this can be indicated to be sustainable tourism, how they are put into practice and how they are represented are still key issues of some debate. Northern Thailand is no exception in that ecotourism has been chosen by communities in the region as their preferred development alternative and is operated by different approaches among stakeholders. In different destinations, many types of so-called ecotourism have been introduced and claimed to be pathway to sustainability. In order to be able to test the current situation of local tourism development in northern Thailand, further investigation of how ecotourism becomes a solution to tourism development and related key issues are crucial. Therefore the next chapter investigates tourism development in Thailand including the ecotourism operations in northern Thailand.

Part Two

Thailand and Case Study Choice

**Chapter Four Tourism Development and Ecotourism in
Thailand**

Chapter Five Research Methodology and Its Justification

CHAPTER FOUR

Tourism Development and Ecotourism in Thailand

4.1 Introduction

The previous chapter presented a critical discussion of the management of sustainable tourism, the principles, models and indicators for sustainable ecotourism to serve as guidelines of how to make ecotourism more sustainable at the destination level. However, the effectiveness of those guidelines may differ depending on local circumstances. This chapter sets the scene of tourism development and management in Thailand and describes how 'ecotourism' came to be the preferable solution in the development of tourism in the country. The first section of the chapter critically examines issues of the past development in Thailand and how tourism become part of the National Development plans as well as the consequences of tourism. The second section investigates the ecotourism operation in Thailand in particular. In the final section, an introduction to northern Thailand and the case study communities and their social background is presented in order to provide a base for developing better understanding in the discussion presented in subsequent Chapters (Chapters 5-8).

Thailand with a population of 63.4 million)²² is situated to the west of the Indochinese Peninsula of South-east Asia (SEA), covering an area of 513,993 km², making it about the same size as France or Texas, USA. The country is bordered on the north-west by Myanmar, on the north-east by Laos, on the south-east by Cambodia and the Gulf of Thailand, on the south by Malaysia, and on the south-west by the Andaman Sea (Figure 4.1).

²² www.populationworld.com 20 July 2004



Figure 4.1 Map of Thailand in SEA Context

Source: www.lib.utexas.edu/maps/asia.htm, July 2004

The topography of Thailand is divided into four regions as shown in Figure 4.2.

- Northern Thailand is a region consisting of mountains and fertile valleys. Chiang Mai is the main city of the region and is known as the 'Rose of the North'. The main attractions are the natural environment and cultural diversity.
- The fertile Central Plains or Chao Praya River Basin focus on Bangkok which is the capital, a cosmopolitan city that blends the old and the new, the ancient and the modern.
- The Northeast Plateau is the Kingdom's poorest region, which rises some 300 metres above the central plain. Nakhon Ratchasima is the main city.
- The Southern Peninsular region, which extends to the Malaysian border and is predominantly rain-forest. Had Yai is the main city of the region.

Figures 4.2 The Regions of Thailand

Source: www.khonkaenlink.com/thailand, July 2004

The country has seventy-six provinces, each administered by a governor; each province is sub-divided into districts, sub-districts (the head person is called 'Kamnan') and villages (the head person is called 'Phu Yai Ban'). The governors of the seventy-five provinces (except Bangkok) are appointed and controlled by the Minister of Interior while the governor of Bangkok is elected for a four year period (The Ministry of Interior, 2001).

In terms of local administration, in 1995 the Parliament approved the 'Local Administrative Organisation and Tambon Council (TC) Act'. Tambon Administrative Organisation (TAO)²³ has an important role to play in local community development (National Economic and Social Development Board/NESDB, 2000). However, power is dispersed in bureaucratic and military cliques within the Thai political system, which probably is the reason that the system is continually shifting as groups jockey for power (Richter, 1989, pp.82-84).

4.2 Thailand: Past Development Outcomes

To better understand the context of tourism in Thailand, the situation and trend of the country's development needs to be understood as it has direct influences on tourism development as a whole. In Thailand, the overall policy of the development strategy is based on the National Economic and Social Development Plans (NESDPs), which have been laid out in a series of National Economic and Social Development Plans as shown in Appendix 4.1.

Since the inception of the First NESDP in 1961, the sole emphasis has been placed on economic development. Natural resources and human capital have been utilised to expand the production base, occupational opportunities and national income of the

²³ The Tambon Administrative Organisation (TAO) is a form of local administration at sub-district level on rural-based form whose members are elected by local people under the supervision of the Department of Local Administration. The Ministry of Interior granted TAO status for any sub-district which is able to collect local tax totalling at least 150,000 baht (1 pound= 60 baht) for three consecutive years. Currently there are 2,760 TAO throughout the country. They have a great influence on the development of local community. Recently, they have become involved in delivery of tourism in their responsible communities and use ecotourism as a tool for local economic contribution and distribution.

country. These guidelines were appropriate for and consistent with the country's situation in the early period of national development because of abundant natural resources and excess labour supply, especially those in the agricultural sector. Thailand's production and exports, therefore contributed greatly to these comparative advantages. As a result, Thailand embarked on a new development path to reduce inequality and poverty and to institute a more decentralised and participatory governance structure. The national development through this means has proved to be successful during the past three decades as the economy has registered a healthy annual growth rate of about 7 per cent, with an increase of per capita income of more than 28 times (UNDP, 2000).

During the 1990s, the influence of globalisation turned the country towards the concerns of democracy, human rights and environmental protection. The industrial sector, targeted to grow at 9.5 per cent per year was driven by growth in the petrochemical, engineering, electronics and basic industries. This occurred as a result of the continuing trend for Japan and the East Asian newly Industrialised Countries (NICs) to relocate their industrial bases to this region to take advantage of competitive labour costs and opportunities to reap the benefits of Thailand's increasing domestic purchasing power. Economic policy-making during the Seventh Plan was based on the conviction that liberalisation was the key to enhancing the competitiveness of the Thai economy. Industrial policies were designed to encourage competition, reduce restrictions on the private sector and transform the government's role from one of control to one of support and supervision. By the mid-1990s Thailand had one of the highest rates of economic growth in the world at well over 7 per cent a year between 1977 and 1996. Poverty reduction followed suit with the proportion of poor people²⁴ in the population dropping from 33 per cent in 1988 to 11 per cent in 1996. But in the wake of the country's financial crisis the share was back up to 13 per cent in 1998. Lacking effective social protection, further million Thais were thrown back into poverty. Many of the urban

²⁴ In Thailand, *Poor People* is defined by the Community Development Department, Ministry of Interior as an individual whose average income per year is lower than 20,000 Bath (£333)(www.cdd.moi.go.th, 21.05.03)

unemployed could however fall back on their relatives in the rural areas because agriculture continued to fare better than industry (UNDP Poverty Report 2002).²⁵

In an increasingly competitive environment, Thailand sustained its growth potential only by competing successfully in the world market. In this respect, it was the government policy to create an environment conducive for private business to invest and upgrade production to higher levels and to use higher production technology to enable the industries to compete successfully in new products.²⁶

Despite remarkable success in economic development, Thailand has faced other emergent problems caused by imbalanced development, for example problems of social and environmental degradation, growing materialism within Thai society, the quality of life²⁷ of the people and the persistence of income disparities. The society has become more complex and materialistic so that people are facing problems of adjusting to a new way of life and values of modern society; the high investment-saving gap still persists and there is reliance on foreign technology and capital goods (NESDB, 1996, p.2).

Taking into account the problem issues, the Eighth National Economic and Social Development Plan (1997-2001) presented two new approaches potentially to resolve the continuing problems as follows. 1) The establishment of good governance. This involved the strengthening of relationship between the government and the people through collaborative and participatory efforts in society, the provision of guarantees for freedom, human rights and equity, and the settlement of conflicts between stakeholders. 2) The reform of processes for implementation of the plan into practice, which was based on the area approach. It focused on the integration of functions and participating stakeholders, the improvement of the efficiency of public government agencies at the central level and participation in personnel management together with the development

²⁵ www.undp.org/povertyreport/countryprofiles/thailand1.html, July, 2002.

²⁶ www.mahidol.ac.th/Thailand/governm-politic/gov-policy.html, July, 2002.

²⁷ An assessment of quality of life of the people in Thailand is under responsibility of the Community Development Department, Ministry of Interior. It is assessed every second year. An assessment criteria comprises 37 indicators under 6 issues of health, accommodation, education, income, Thai culture and participation in local development (20.05.2002)(www.porchor.moi.go.th/include_bmn45.htm)

of indicators suitable for monitoring and evaluating development. The development paradigm was shifted toward emphasising 'human development'. This was to ensure the development of all people in society with regard to their respective potential and their ways of thinking that were to be shifted from compartmentalised to holistic thought processes. Economic development, on the other hand, was considered as a means to achieve this objective, not as an end for national development.

Following Thailand's economic crisis in 1997, the NESDP (1997-2001) paid great attention to sustainable development but specific measures remained vague and limited. Further, the later plan (2002-2006) aimed to utilise natural resources for domestic technology development in order to achieve sustainable prosperity of the country with respect to local society and culture. The standard of services was to be upgraded to meet the standard at international level, especially in telecommunications and internal transport systems. At the same time, the Plan aimed to create common understanding among relevant parties toward the transition from the top-down to bottom-up planning system in national development and administration in order to:

- Decentralise the planning process and decision-making authority to regional, local and community levels;
- Promote cooperation among government agencies, private organisations, businesses, academic experts, people's organisations and the press (Appendix 4.2 The Plan: the Proposed Guidelines for People Participation);
- Promote the development planning in line with problems and potentials of each region, mainly to fit the local needs. The process should uphold people participation and bottom-up planning.

Over the past four decades, the national economic and social development concept had largely been based on the acceleration of economic growth utilizing comparative advantages in term of natural resources and low-cost labour to produce goods and services. Although Thailand achieved higher than average growth rates, measured regionally and on a worldwide basis, it brought about over-exploitation of natural resources. The state of environment has revealed a continued natural resources and environment degradation, reflecting conflict between environmental and economic

development policy. It was increasingly recognized that the success in economic growth has various negative effects on Thai society. Such concerns are reflected in the NESDPs. Though the plans incorporated environmental issues, addressing natural resources and environment management as part of development goals, they still lacked guidelines and operational measures of development projects including tourism. Later plans provide clearer workable guidelines and procedures to solve environmental degradation and pollution problems. People participation in solving the problems had not been mentioned until the current NESDP (2002-2006) that adopted principles of a bottom-up approach. A large number of interested groups and the public sector have worked collectively to formulate a workable and implementable plan for each region. The development strategies are to build up national competitiveness and to create a 'strong and balanced society' based on sustainable development. Thus, the concept of community-based management has been recognized in an attempt to solve the natural and environmental problems. In the context of the current economic situation, the Thai government has concentrated on ecotourism as a means to both boost the national economy and contribute to environment, society and culture conservation.

4.3 Thailand and Tourism Development

4.3.1 Tourism in Thailand and Its Evolution

Before World War II, many countries in South East Asia were colonized, but Thailand was distinct from most of its neighbors, remaining underdeveloped. Thus its architecture and local customs have maintained their indigenous features, including a distinctive rich cultural mix comprising eight nationalities and a scattering of hill tribes in the north (Li and Zhang, 1997b, p.286), cuisine, customs and beliefs, location and geography. These are seen as attractions for all kind of visitors, either free-spending jetsetters or budget backpackers. As a result, Thailand has been a main tourist destination for about 150 years and has become a world-famous tourist destination. The Tourism Authority of Thailand (TAT) classifies tourism in Thailand as mainly relate to the people's basic way of living, such as natural resources, history, archeology, customs, traditions and culture thus: Conservation Tourism (includes natural, traditional

and cultural environment); Recreation and Convention Tourism; Immoral Tourism²⁸; and Alternative Tourism such as Ecotourism which is discussed further in Section 4.4.

The big growth of tourism in Thailand was seen as a consequence of the Vietnam war that had a profound effect on the development of Thai tourism for as the war escalated, Thailand became a place for rest and recreation (R&R) for war-weary soldiers (Li and Zhang, 1997a, p.288; Richter, 1989, p.85). Restaurants, bars, massage parlours, nightclubs and brothels were facilitated for R&R soldiers and the American military based in Thailand. As a result, prostitution as an occupation grew dramatically from its Thai-clienteles to an increasingly large dependence on foreigners. This created the image of the 'sexual paradise', and Thailand became an increasingly attractive destination for sex-tourism (Cohen, 1993, p.155) with Bangkok now dubbed as 'sex capital of the East'.

In the 1970s, Thai tourism grew in a *laissez-faire* manner without proper planning, with tourism paid little attention and without priority in the national development scheme. The government at that time were in favour of tourism only in principle (Elliott, 1987). However, as the Thai tourism industry developed rapidly, the government recognised the benefit of tourism growth to the country's economy at the same time as growth of criticism of the industry for its reliance on sex tourism and general prostitution. It had become more pronounced and it resulted in violence and social decay in the country. Thus in 1977, tourism was for the first time incorporated into the nation's overall development scheme, the Fourth NESDP (Li and Zhang, 1997a). As such, a Five-Year Tourism Development Plan was established (summarised in Table 4.1 below). Privileged policies were established to facilitate appropriate tourism development. Since then, a series of tourism promotion campaigns initiated by the Thai government (Appendix 4.3) have been relatively successful. However, the rapid growth without planning has created a series of obstacles for the further development of Thai Tourism.

²⁸ Immoral tourism includes sex tours, gambling and some kinds of cruel sports, and which contravene traditional Thai moral precepts.

Table 4.1 The Thailand's Five-Year Tourism Development Plans

The First Five-Year Tourism Development Plan (1977-81)

- The promotion of tourism was one of the principle measures designed to increase foreign exchange earning and help reduce the national deficit in the balance of trade and payment (Meyer, 1988)

The Second Five-Year Tourism Development Plan (1982-86)

- The plan aimed for projected tourism revenues of 49 million Baht at the end of the plan but this objective was not met due to the drop in tourist arrivals in 1983.

The Third Five-Year Tourism Development Plan (1987-91)

- The plan was produced under three major economic conditions and problems including a balance of trade deficit, unemployment and uneven income distribution. In order to solve such problems, tourism development and promotion were used as major instruments to realise the national development target. Thus two actions were set: 1) the first action emphasised marketing, marketing research, advertising and promotion and public relation and; 2) the action focused on the development and conservation of tourism resources including the improvement of facilities.

The Fourth Five-Year Tourism Development Plan (1992-96)

- The plan was developed in a crisis environment where most tourist resources were deteriorating. The plan focused on the renovation, restoration and maintenance of tourism resources.

The Fifth Seven-Year Tourism Development Plan (1997-2003)

- The plan was developed in a situation of economic crisis. The plan focused on the conservation and revival of the arts, culture and tourism resources alongside environment by placing priority on the quality of sustainable tourism development (see details in Appendix 4.4)

Source: Li and Zhang (1997, pp.293-294) and TAT (1997)

As shown in Table 4.1, in the 1980s, the Thai government recognised tourism as a means of assisting in the process of development and earning hard currency. Tourism surpassed rice as the leading earner of foreign exchange for the country and a cornerstone of its economy (TAT, 1988). Decline in economic growth and in traditional exports in primary production and manufacturing resulted in growing indebtedness and a serious balance of payments deficit. Tourism was therefore promoted to compensate for the shortfall from other exports. Tourism receipts rose from £296 million (17,765 million Baht) in 1980 to £1,606 million (96,386 million Baht) in 1989 (TAT, 1990). Tourism could also help to cut unemployment and provide jobs for people (Dodson and Courtney, 1995). In the late 1980s tourism was based primarily on group tourism and business travel.

During the 1990s, due to the rapid growth in leisure time availability in Thailand combined with growing levels of per capita disposable income and development in

international transport, tourism activity was seen as a substantial opportunity to diversify into an international growth activity. Consequently, within the total 60 million populations, about 11.5 per cent were employed in the tourism service sector. In 1996, 7.2 million international tourist arrivals and the total amount of US\$ 8,664 million receipts from international tourism were recorded. Apart from being the largest foreign exchange earner, tourism accounted for nearly 5 per cent of GDP (TAT, 1999).

Most growth has been good; however, the speed of tourism development (Tables 4.2) has resulted in the deterioration of the environmental condition of the country's natural resources and has created a negative image of tourism in some places. A major role of tourism management therefore has been to tackle conflicts between the goals of conserving the country's natural and social resources, and promoting tourism development. The need to develop tourism in harmony with the natural and social environment had always to some extent been acknowledged in tourism development plans. Although appropriate strategies were formulated, in practice these proved difficult to implement for a variety of reasons. Two of them were the difficulty of meeting the needs of economic development without compromising the integrity of the natural environment, and the lack of an appropriate tourism management system (TAT, 1997).

Due to the negative impacts of tourism on social and physical environment in the country and the introduction of Agenda 21, Thai tourism industry places emphasis on the concept of sustainable development. TAT recognizes that it is essential to ensure that the regular visits of visitors will be maintained and tourism resources will retain their integrity for attractiveness. As a consequence, ecotourism is seen as a possible solution to the deterioration of the resources and it is used as a contributor to conservation of the environment, society and culture of the destination areas. 'Ecotourism' is used as an umbrella term for the natural tourism, cultural tourism and historical tourism.

4.3.2 Government Management and the Tourism Industry in Thailand

As in many countries, in order to promote Thailand, the Thai government set up a national tourism organization, the Tourism Authority of Thailand (TAT)²⁹. The TAT reports directly to the Prime Minister as the agency directly responsible for tourism development in Thailand and its marketing abroad. As shown in Table 4.1, tourism was for the first time incorporated into the Fourth NESDP in 1977-1981. Since then, five National Tourism Development Plans have been established. During the period of the *First National Tourism Plan*, TAT had the major responsibility for tourism promotion but had very limited power to manage the tourism industry as a whole. The limitation of TAT resulted in the lack of strategic control in the Thai tourism sector.

In the Second National Tourism Plan (1982-86), TAT was given more authority in tourism development activities. Today, according to the later National Tourism Plans, TAT is limited in its power and holds responsibility for the formulation of national tourism development policies and plans, promotion and marketing of Thai tourism, safeguarding the overall tourism development and conducting tourism research (TAT, 1993). To achieve these objectives, TAT took several major actions in tourism development and promotion as follows:

Tourism Development

- Established and implemented an overall plan for the conservation and development of tourist destination;
- Strove to raise the quality of services and all facilities, which meant some reorganisation of the industry and doing everything possible to protect the welfare of the visitors;
- Involvement in the development of tourism personnel; TAT joined with various educational institutions, government agencies and private companies in producing and developing qualified personal in the tourism field to meet the demand of the tourism industry.

²⁹ Tourism Authority of Thailand (TAT) is a government agency, having direct responsibility for tourism promotion, safeguarding the overall tourism development and formulating the National Tourism Policies.

Tourism Promotion

- Promoted leisure tourism in overseas markets;
- Promoted Thailand as an international convention destination;
- Participated in international meetings, sales promotions and trade shows to bid to host international conventions.

Research and Development

TAT conducted survey and research study projects. The findings of these research projects were used as guidelines for the development of destinations and tourism services (TAT, 1989).

Additionally, TAT operates as a pressure group on government and industry, seeking improvements and balanced development. This has been done in various ways, for example, giving advice and support to government and private sectors. These include training, simplification of immigration and customs procedures, improvement of tourism infrastructure as well as the establishment of a tourism police force. Tourism development policies and plans have been drawn up for several regions and resorts. The problem was that the tourism policy and plan had been approved, but no implementation took place or action was taken much later than advisable, hence, no management guidelines were given from government to those involved in the industry.

TAT also acts as a link body between the various sectors, helping with communication and understanding and often speaking on behalf of the industry. However the relationship between the tourism industry and the public administrative system was problematic due to the conflicts of interest. Civil servants were usually concerned about current problems rather than long-term objectives, leading to difficulties in obtaining decisions on major issues and long-term objectives. Moreover, TAT has considerable freedom on the marketing side, but its development its role is severely restricted by lack of power and resources. Only limited success has been achieved in development control, plan implementation, environmental protection and the solution of longstanding problems. Plans have been criticized for being ill conceived, too expensive with unreliable statistics and targets, and thus not capable of being implemented. There is

still no development corporation for tourism, and development is still haphazard and piecemeal, with overbuilding and overexploitation of natural resources (Elliott, 1987). It is easier to produce paper plans than to implement them against vested interest and developers. There are also problems, which can affect any organization, such as too much concentration on paperwork and regulation, and poorly qualified or motivated staff, especially at the lower levels. A limited perception of, and a cautious bureaucratic approach to, its functions can also curtail the contribution of TAT.

A major problem for organizations such as TAT is the need for them to operate effectively in both the public and private sectors. Elliott (1987) indicates that there are several factors that hindered the improvement of relationships between industry and government as follows:

- The industry was dynamic, having profit and growth as the main objective, so it did not understand the political and bureaucratic objectives or constraints.
- Because of the nature of the industry there was fragmentation and conflict within various sectors of the industry. Although associations, such as the Association of Thai Travel Agents (ATTA) represented members in the industry, communication within the industry was poor and cooperation and co-ordination of policy and action was difficult.
- Part of the industry sometimes acted against the public interest and projected a bad image of tourism, such as over development of sites, the destruction of natural resources and neglect of staff training.
- The actual communication between the industry and government needed to be improved through the main membership associations.
- Government was considered by the industry to be inefficient because of delays and the lack of implementation of policy decisions.
- The industry found it is difficult to negotiate with the public sector due to the diversity, complexity and conservatism between various public organizations.

As a result, the Thai government began to respond to the needs of tourism by improving its strategy and by leading, rather than relying on the private sector to fill this role. The government became committed to supporting the development and promotion of

tourism by increasing budget allocations and has also helped in other ways, for example through the cut in hotel room tax and electricity charges, simplifying procedures and cutting controls and duties. The Joint Public/Private Sector Consultative Committee (PPCC) with a sub-committee on tourism is a sign of closer links between the two sectors. There have been various joint campaigns overseas between the TAT, Thai Airways, and several hotels. High levels of cooperation between the public and private sectors resulted in successful tourism promotion and the Visit Thailand Year in 1987 and 1988.

At present, there are a number of business associations who contribute to the Thai tourism industry, such as the Association of Thai Travel Agents, the Thai Tourism Business Association, Thailand Incentive Convention Association, International Conference and Convention Promotion Association, and the Guides Association. Such associations can provide their members with information about government policies which will help their business operations. In 1995 eight associations set up the *Thailand Tourism Society* in order to increase their degree of unanimity. However, the state of private sector associations is very poor, owing to their very low-paid executives and inadequately trained staff. A manpower crisis also affects the associations, preventing them from being effective leaders. Most importantly, the political instability has major influence on the development of tourism as policies change each time a new president is elected³⁰.

The Natural Tourism Plans were aimed at strengthening the Thai economy in the areas of international trade, investment and tourism to boost foreign exchange earning and to create and expand employment opportunities. The success of the policy was evident when tourism became the fastest growing and most important sector of the Thai economy. However, TAT (1997) comments on the lack of implementation of the National Tourism Development Plans in the region and gives the following reasons.

- There is no supportive budget.

³⁰ Santasiri, Panyadee, Chaleamchai, Thanuphol, Suwan, Tan-Kim-Young, Chuchat, Pers. Comm., January and August 2002

- The prepared plans are not in accordance with ideas or needs of agencies responsible for those tourism sites; so these plans are not included in the development plans of the agencies that apply for budget.
- There is no local organization in the provinces to take direct responsibility for tourism development. Therefore there is no organization to apply for supportive budgets especially if high administrative personnel think that other projects are more important than tourism development.
- There is no cooperation among agencies responsible for preparation of plans and their implementation. Therefore there is no cooperation to support each other.
- There is no effective public relations for the plans. So most stakeholders especially the local people do not know about the plans and do not cooperate in the implementation of the plans.
- There are no management guidelines given from government to stakeholders.

It is likely that the actions taken by the government are not adequate because no clear policies exist to define the role of stakeholders in the development of tourism, and too much delay and ineffective implementation of policies. There would seem to be a need for a corporate body to be directly responsible for tourism. This therefore has consequences for the management of tourism at local level in that most stakeholders choose to open up a new area for tourism development and move forwards to another location when tourism declines instead of maintaining the integrity of the resources to sustain tourism in the area; as Santasiri suggests below:

'Tourism in Thailand is considered as 'Slash and burn' approach tourism... tourism is developed and promoted until it declines because of degradation of the tourism resources in the area...including natural and cultural environment...Then tourism promotion moves on to other destinations.'

(Santasiri, 2002)³¹

As mentioned in Section 4.3.1, tourism is the top foreign currency earner in Thailand. On the other hand the arrival of mass tourism has led to environment and socio-cultural degradation in many destination areas. Thus TAT introduced the Fifth Seven-Year

³¹ Santasiri, researcher in tourism, Pers. Comm., August 2002

National Tourism Promotion and Development Plan (1997-2003)(see Appendix 4.4 the Fifth Seven-Year National Tourism Promotion and Development Plan 1997-2003). The plan aims to direct tourism development in the country. It is intended to be used as the management guidelines to all stakeholders in the tourism development process so that cooperation between the public and private sectors is promoted and will have the potential to spread income to rural areas and ensure that tourism development is sustainable and harmonizes with the goal of environmental and ecological conservation. The plan is based on three main important factors that are new trends for tourism development in the country. These include: 1) the demand for environmental and natural resource conservation; 2) the demand of the tourism market for educational experiences in relation to the environment and natural resources; and 3) the demand for human development based on grassroots participation. These factors have generated an alternative concept of tourism known as *ecotourism*, which is meant to harmonize and make a strong contribution to the goals of economic, social, cultural and environmental sustainability.

Due to the financial crisis in Thailand in 1997, the Thai government attempted to link tourism growth to national economic recovery. The government of Chuan Leekpai responded with the 'Amazing Thailand' promotion campaign. Facing a new economic downturn, tourism growth has been pushed even harder than in previous years in order to bolster dwindling foreign exchange reserves. The present government, under Prime Minister Thaksin Shinawatra, vowed to boost foreign exchange earning from tourism in an attempt to further boost the Thai economy by implementing new tourism policies and strengthening previous ones (Bangkok Post, 22.4.2001; Pleumarom, 2002, p.147). The plans and policies focus on issues that include: 1) acceleration of the restoration and strengthening of relations and cooperation with neighbouring countries in order to develop Thailand as the main gateway for tourism in the region; 2) administration of tourism by using proactive marketing tactics; 3) acceleration of the development, restoration and revival of the country's cultural heritage and assets; and 4) increase of the diversity of different forms and purposes of tourism, targeting eco-tourism, health

tourism and nature tourism and increase of tourist facilities.³² However, in the meantime, it is argued that a well-formulated conservation policy to counter the impact of increased visitor volume and spatial expansion of tourism is conspicuously absent (Pleumarom, 2003, p.15).

4.3.3 Situation on International Tourist Arrivals

According to Weaver (1998), Thailand has one of the most rapidly growing tourism industries in the region and has experienced impressive growth in its international tourism industry. The stay-over arrivals increased from 81,340 tourists in 1960 to almost 6.2 million in 1994. Associated receipts rose from US\$ 1.2 billion in 1985 to US\$ 4.3 billion in 1990, representing about 5 per cent of the GDP and situating tourism as Thailand's leading source of foreign exchange earning.

In 1995, Thailand was ranked 19th in the world as the favorite country visitors wanted to visit, having moved up from the rank of 26 in 1985. Thailand's share of the world tourism market was 1.21 per cent while the tourism income of Thailand was ranked 10th in the world with an income of US\$ 7,556 million or 2 per cent of tourist income of the world. It shows that tourism in Thailand has grown rapidly and it has become one of the world's famous tourist destinations. According to data collected by TAT, the number of foreign tourist arrivals to Thailand has increased dramatically since 1972 (Tables 4.2 and 4.3). The data show that throughout the 1980s, international tourist arrivals to Thailand increased at an average of 10.5 per cent annually. Tourist arrivals expanded from under 2 million in 1980 to 3.4 million in 1987 before rising to 4.8 million in 1989, an average annual increase of 15 per cent. The number of arrivals peaked in 1990 to 5.3 million before declining by 3.75 per cent to 5.1 million in 1991 (TAT, 1991 cited by Oppermann and Chon, 1997). From 1992, the number of international tourist arrivals to Thailand gradually increased to 7.9 million in 1998 and continued to increase in the year 2000 according to the promotion of TAT 'Amazing Thailand 1998-1999' (TAT, 1999).

³² www.thaiembdt.org/politics/govtment/policy/54thpolicy/policy_e.html, July, 2002.

In 2002, the number of international tourists reached 10,872,986, an average growth of 7.31 per cent.³³ Thailand has become one of the most popular destinations in South East Asia because of a variety of tourism resources, based on three main elements. These include: the primary importance of metropolitan Bangkok, which is a gateway region and virtually monopolizes the major urban tourism market, retail tourism and business or convention opportunities; the south, where coasts and seaside resorts are located; and the trekking industry and hill tribes, informally based in Chiang Mai province, the northern region.

Table 4.2 Number of International Tourist Arrivals in Thailand :1970-2002.

Year	Number of tourist/person	Growth rate (%)
1970	628,671	33.8
1971	638,738	1.6
1972	820,758	25.5
1973	1,037,737	26.4
1974	1,107,392	6.7
1975	1,180,075	6.6
1976	1,098,442	-6.9
1977	1,220,672	11.1
1978	1,453,839	19.1
1979	1,591,455	9.5
1980	1,858,801	16.8
1981	2,015,615	8.4
1982	2,218,429	10.0
1983	2,191,003	-1.2
1984	2,346,709	7.1
1985	2,438,270	3.9
1986	2,818,092	15.6
1987	3,482,958	23.6
1988	4,230,737	21.5
1989	4,809,508	13.7
1990	5,298,860	10.2
1991	5,086,900	-4.0
1992	5,136,443	1.0
1993	5,760,533	12.2
1994	6,166,496	7.1
1995	6,951,566	12.7
1996	7,244,400	4.2
1997	7,221,345	7.5
1998	7,764,930	10.5
1999	8,580,332	10.5
2000	9,578,826	10.7
2001	10,132,509	7.3
2002	10,872,976	7.3

Note: Tourist arrivals excludes Overseas Thai

Source: Tourism Authority of Thailand, 1996, 1999, 2003, www.tat.or.th/stat/index.htm
20 May 03

³³ www.tat.or.th/stat/index.htm, 9 May 2003.

Due to tourism growth and lack of proper management of tourism at destinations level, the negative impacts of tourism are seriously increasing and not limited to environmental and physical infrastructure but also include the culture and society of the host communities. However, in some cases, tourism can serve to reinforce positive economic and cultural activities, while on the other hand it may not. The next section examines the influences of tourism on the host destinations.

4.3.4 Impacts of Tourism Development

Since tourism was incorporated into the Fourth NESDP (1977-1981), it has resulted in various types of impacts to the tourist destinations. The impacts may be viewed or interpreted differently by different individuals, who could be classified as optimists and pessimists. The optimists argue that tourism assists development by reducing the pressures of farming on local environments by providing farmers with alternative sources of income and by educating farmers in the non-agricultural economy. In contrast the pessimists suggest that tourism exacerbates social divisions and may increase environmental degradation by disrupting traditional land management and introducing tourism into farming areas. These will lead inevitably to the construction of resorts and hotels that will bring new destructive forms of mass tourism (Forsyth, 1999). However, the consequence of tourism is mixed; positive and negative. The recent growth of the tourism sector could be attributed to the long-term problems that are inherent in Thailand's economy, culture, society and natural environment as discussed in topic set out below.

4.3.4.1 Economic Aspects

Tourism is clearly a source of potential economic benefits to destinations where it takes place and has major effects on the economies of destination areas because it provides jobs, employment opportunities and a modern way of life (Mathieson and Wall, 1982, 1992). As in other tourist destinations, tourism development in Thailand provides jobs, better employment opportunities, and has a positive impact on income and the standard of living. It brings more money to the community than other types of business or industry. Consequently, local economies become absolutely dependent on tourism, which is likely to result in the problems that tourism might create being ignored.

Without tourism, the locals in a host community would probably face the problems of unemployment and poverty as in some tourist destinations (as in Mae Ta- Man village in Chiang Mai province; see Chapter 8) villagers have sold their farmland and are working in the tourist industry. Farmland becomes a scarce commodity and in order to survive villagers perhaps would have to commute or migrate to the town nearby to work as unskilled labour.

4.3.4.2 Social and Cultural Aspects

Tourism can cause both positive and negative impacts on the local society and culture. The extent of the impacts would depend on the types of visitor, activities, and management and services provided. For example in the northern region of Thailand, on the trip to Mae Ta-Man destination (a case discussed in Chapter 8) visitors did not involve themselves in any kind of local cultural events because of time constraint and it was not part of the activities provided to visitors. Therefore there was no direct interaction between visitors and the community. On the other hand, among the employees at the sites, some impacts on social and cultural life in the community are unlikely to be avoided because of direct contact between the residents and visitors every day and influences from employment and economic opportunity provided by tourism. The improvement of quality of life, better standard of living and changes in the occupations, more recreation possibilities, forest degradation or changes in landuse patterns in the community were directly the consequences of tourism development (Sitikarn, 1999). It may be argued that visitors who go to the northern Thailand are more interested in the culture, the tribal groups and interaction with the Thai. As such, they contributed more to the local economy and tended to be more considerate of local customs (Cohen, 1983), in practice, they obviously give direct impacts to the lives of people who live in the community.

To promote Thai tourism, TAT in practice, highlights 'simple, unspoiled' tribal life and often shows pictures of tribal groups out working in their colourful poppy fields³⁴ as main tourism products. Thus there has been an increase in tourist demands for quick

³⁴ Poppy field is popular among hilltribes in terms of heroin productive resource.

authentic experiences with regular payments to the tribes who have acted as the hosts. So the host-guest interaction is a commercial and not a purely social transaction. The recognition that visitors have money and an inclination to buy traditional goods and handicrafts have encouraged many tribal people to produce for and market to the visitors. Some travel to the city of Chiang Mai to sell their products, which are seen as a profound excursion in to new values, ideas and products (Richter, 1989, pp.96-97). And as suggested by Morris (1995) and King and Stewart (1996), tourism has significantly changed the relationship between the local residents and their environment, from working with their land to working for visitors that may be perceived as a negative effect for local culture.

4.3.4.3 Environmental Aspects

Tourism is in general an environmentally dependent industry, the environment is one of the most important contributors to the attractiveness of a destination and an important influence in tourism development. The most obvious negative environmental impacts have been those associated with loss of, or damage to, physical environment of the destinations. In Thailand, nature-based tourism has resulted in many negative impacts such as coral destruction in Koh Samui. The coastline has been changed dramatically. The coral reefs and their associated-marine life have come under considerable pressure from scuba diving and souvenir hunting (Parnwell, 1993) and visitors of all kinds are becoming more sensitive to polluted or environmentally degraded conditions at their different destinations. These pressures on the environment have been associated with the relatively unplanned and uncontrolled growth of tourism (Dowling, 2000, p.14). As indicated by Phongpaichit and Baker (1996, p.224), Thailand has recently faced problems of the inequalities, environmental disasters and exploitation associated with insecure land rights at the lower end of the labour market because of a lack of education and assets.

Following the past development policies and unbalanced development over the past three decades, it is becoming clear that the tourism development has fostered economic success but has resulted in the numerous costs of social problems, environmental problems and threats to sustainable growth of the nation. Therefore the Thai

government has in recent years espoused the virtues of growth-with-equity and sustainable development (see Appendix 4.1 The Thailand's National Economic and Social Development Plans). As a result, ecotourism is seen as a solution to the impacts caused by tourism development. Whether the expectation has been met or not, is still a subject of some debate. How the Thai government has responded to the ideas of ecotourism is demonstrated in the following sections.

4.4 Ecotourism in Thailand

'...there are no specific data at the national level which would allow for the accurate quantification of the ecotourism sector, especially with regard to the number of participants, either international or domestic'

(Weaver, 1998, p. 167)

The beginning of a concept with a similar meaning to that of ecotourism today in Thailand was first introduced into the Third Five-Year National Tourism Development Plan (1987-1991)(see details in Table 4.1), but it was only a broad outline dealing with conservation of tourism resources without details or clear direction. The plan mainly involved tourism development based on economic considerations. However, the idea reflected the activities offered to special interest groups such as jungle trekking, bird watching, scuba-driving and cultural tours. The number of visitors taking part in such programmes was comparatively small.

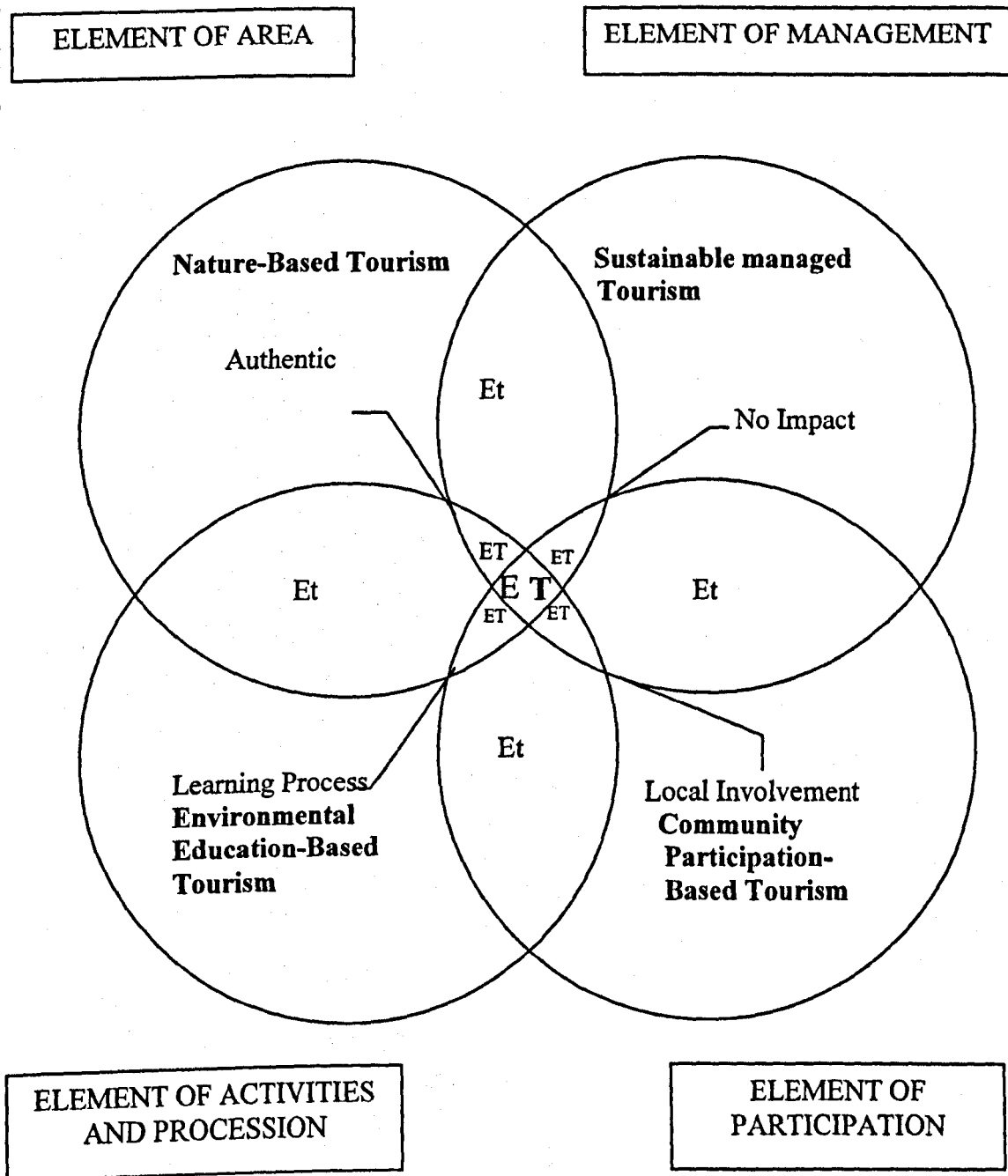
To overcome problems of environmental deterioration and loss of cultural identity and integrity of the host communities (Section 4.3.4), TAT produced an ecotourism policy: Policy and Guidelines: Development of Ecotourism (1995-1996)(see Appendix 4.5 The Thailand National Ecotourism Policy 1995-1996) and Development Direction of Ecotourism. An ecotourism policy has an important role in both national tourism development and tourism resources conservation. It was considered an important source of tourism management guidelines, which was incorporated into the Tourism Development Master Plan of Thailand (1997-2003).

The concept of ecotourism emphasizes not only environmentally responsible principles but also the socio-cultural aspects (see details in Figure 4.3). 'Ecotourism' was introduced as a new form of tourism which would foster environmentally responsible principles, with an emphasis on visiting and observing natural areas. It is dependent upon the quality of the environment. The tourist activities contribute to conservation of the environment, local society and culture, improvement of the welfare of local people, educational aspects for visitors and local people, involvement of local people, and visitors' satisfaction, and requires extra care to be taken by managers and developers of ecotourism destinations. This is to ensure that the impacts from the activity are controlled and minimized. The defining key elements of ecotourism may be discussed in terms of tourism area, tourism activities, management system and participation of the local community (see Figure 4.3), which are described as follows:

- **Area** Ecotourism takes place in natural tourism destinations which have intrinsic characteristics, including cultural and historical resources, that are closely connected to the ecosystems in the destinations. This component is known as 'nature-based tourism'.
- **Activities and Processes.** Ecotourism provides an opportunity for learning about the environmental condition and ecosystem functioning of the tourism resources area, which results in increasing knowledge, experience, appreciation and a deeper awareness of visitors and stakeholders to promote conservation values. This can be referred to as 'environmental education-based tourism'.
- **Management System.** Ecotourism involves responsible travel that has no or low impact upon the environment and society. The management system is comprehensive and addresses issues of resources conservation, environmental management, pollution control and disposal, and the control of tourism development.
- **Participation of Local Community.** Ecotourism emphasizes the involvement of local communities, including local government and local stakeholders to ensure that the benefits include income generation, the enhancement of the local resident's quality of life and economic returns can be used in maintaining and managing the tourism resources. Furthermore, the local community would participate in supervising the tourism development of the area and ensuring that it is appropriate.

In Thailand these four main elements constitute the character of ecotourism. Consequently, ecotourism is viewed as a new form of tourism which differs from the usual or traditional forms of tourism that focus mainly on the sensual gratification of visitors; rather it emphasizes the provision of environmental education and the raising of awareness of the need for and the measures required to conserve a destination's ecosystems and is promoted specifically to increase local revenue.

Figure 4.3: The Key Concepts of Ecotourism in Thailand



Source: Adopted from Ralf Buckley, 1994 by Tourism Authority of Thailand, 1997
Note: Et, ET, ET indicate the degree of intensity of Ecotourism

The documents on policy and guidelines for ecotourism development (TAT, 1997) outline TAT's role in the development of ecotourism in Thailand as a way of promoting sustainable development. This overall goal is said to be achieved through main policies including the 'conservation and renovation of cultural heritage, natural resources, and the environment as well as to maintain the Thai identity'. Others focus on the development of facilities and services, the provision of safety measures, the promotion of domestic tourism and the support of public participation in tourism development.

The essential features of the policy are to facilitate the involvement of the local people and local organisations in the tourism development process, and to promote education and awareness to maintain the ecosystem rather than focus only on economic benefits. In addition, the plan should be incorporated into the development plan at all levels including the establishment of ecotourism networks. However, the policy emphasis is on sustaining the physical environment, rather than on an appropriate management technique for reducing negative social and cultural impacts of tourism. It seems that TAT and other authorities involved believe that ecotourism is the answer to all negative impacts caused by tourism, and the implementation of the policy will benefit all actors involved in the industry.

The policy emphasizes an idea of working together with groups associated with tourism such as the private business entrepreneurs, the local government, the host community and the tourists. The best part of the new policy is stressing the involvement of the local people in all levels of tourism development, as it is the first time that the issue is essentially recognized in the national policy. Further, an involvement of all stakeholders in ecotourism development is crucial in implementation of the policy, including protected area personnel, local communities, the tourism industry, NGOs, financial institutions, consumers and national ecotourism councils (Ceballos-Lascurain, 1996, pp.85-91). The policy also aims to create ecotourism networks at all levels of development in the country, international and global level. It is a new idea of collaboration, seeking for cooperation at all levels of tourism development, which is the concept of democracy in ways, which facilitate power sharing and participation at various levels. So far, the Institute of Ecotourism has already been established in

affiliation with Srinakharinwirot University, and works with TAT towards the implementation of the strategy and in seeking for international ecotourism cooperation. However, in Thailand, policy development has only started to be initiated as there is a lack of consensus as to what constitutes appropriate ecotourism development and activities.

The principles of ecotourism require that mutual benefits should be sought for all parties involved. Tourist destinations should be appropriately developed while the industry itself has to generate knowledge and responsibility, focusing on the necessity of environmental protection, and encouraging local communities to make their own decisions as well as to gain benefits from tourism.

In response to the 'ecotourism' policy above, some critics comment that the policy itself is likely to be weak, vague and meaningless as it outlines the broad future direction of ecotourism development rather than including a detailed inventory of Thailand's natural resources, or a list of concrete environmental measures. The definition of ecotourism itself shares many elements common to other approaches, but steers away from geographical remoteness or exclusivity (Kontogeorgopoulos, 1999, p.319). Since the concept of ecotourism had been promoted, ecotourism has become the major key element in the marketing strategy amongst tourism business entrepreneurs.

4.4.1 Stakeholders in Development of Ecotourism in Northern Thailand

Ecotourism blossomed into a rich array of programmes and opportunities in the public, private and not-for-profit sector (non profit), whose interests and roles possibly influence the success or failure of implementation of sustainable ecotourism. At present, stakeholders in the ecotourism process in Thailand come from various agencies and organizations as demonstrated in the following table (Table 4.3). Each of them plays a significant role in delivery of ecotourism as is discussed below.

Table 4.3 Stakeholders in Tourism Development (include Ecotourism) in Thailand

Type of Stakeholders	Level of operation	Responsibility
Public Sector		
<i>Practice Government Agencies</i>		
Tourism Authority of Thailand (TAT)	National/ Regional	Formulation of policies and plans of tourism development as well as safeguard the overall tourism development and conduct tourism research; Marketing of Ecotourism
Thailand Research Fund (TRF)	Regional/ Local	Implementation of tourism policy at local level and funding the research projects on tourism.
<i>Owners of the resources</i>		
The Royal Forestry Department (RFD) including: the Forest Industry Organisation (FIO); and the office of Natural Resource Conservation	National/Regional/ Local	The owners of the tourism or those who are responsible for the supervision of the resources in the area and follow up the policy at the destinations.
The Department of Fisheries	Regional	
The Find Art Department	Regional	
The Local Authority (ABT)	Local	
The Tambon Administrative Organisation (TAO)	Local	
Other Stakeholders		
Host Community	Local	Employees in the tourist business (tour guide, elephant mahout, raft conductor, gardener, cook, house keeper etc.)
Educational Institute/Academics	National / Local	Formulation of policies and plans of tourism development as well as safeguard the overall tourism development and conduct tourism research
Private Sector (Travel agencies, tour operators etc.)	Local	Tourism intermediaries. Service and accommodation providers or entrepreneurs who support tourism
Non Government Organisation (NGOs)	Local	Implementation of tourism policy at local level in couple of community development plans.
The Media	National / Local	Advertising and publicity of tourist destinations and activities.

Source: Based on TAT, TRF and Other Stakeholders' Interviews 2000-2002

4.4.1.2 Government Agencies in Practice

The National Ecotourism Strategy was translated into practice through the initiative of the Thailand Research Fund (TRF) and the Tourism Authority of Thailand (TAT).

TRF is an independent organisation, established in 1992, under the Prime Minister's office. It is a research granting agency that aims to promote research for national social, economic and academic development covering areas of research in science and technology, social science, humanities, policy research and applied research. In terms of tourism development, TRF (2001) aims to use ecotourism as a development tool for:

- Community development work to enhance ecological, social and cultural sustainability;
- Local income generation and distribution;
- Community involvement, empowerment and equitable distribution of decision making power; and
- The well-being of the local residents' quality of life and to ensure that ecotourism benefits communities and merges with traditional practices and conservation through the training of local people via ecotourism workshops with in the region.³⁵

TAT's mission in ecotourism is to develop and support ecotourism enterprises that contribute to conservation and influence the broader tourism industry towards greater ecological sustainability. TAT develops ecotourism through innovative projects that are intended to increase Thailand's competitiveness as an ecotourism destination, enhance visitor appreciation of natural and cultural values, and contribute to the long-term conservation and management of ecotourism resources (TAT, 1997). Though the main interest of TAT is to market the ecotourism products, it has been proactive through the provision of seminars, training programmes for guides, development of public relations, an environmental conservation campaign, the publication of regional ecotourism guide books and had conducted research on the tourism impacts.

³⁵ Dr Sinth Sharobol, TRF's projects director in Chinag Mai office, Pers. Comm. March 2002

According to Thailand Institute of Scientific and Technological Research (TISTR) (1997), TAT focuses on management of ecotourism that has as its aims the realization of economic, social and aesthetic values, along with the enhancement of a destination's cultural characteristics and ecological system, and is considered to be the alternative most suitable to develop as the country's main form of tourism and to provide an appropriate management system in the future.

In response to the government's recent policy of using tourism as a tool for a quick fix of the national economy, many stakeholders such as the military have tended to become involved in tourism development but only in a general way, using an existing broad framework, which does not in fact address the issues of ecotourism. These actors tend to ignore the term and principles of ecotourism and co-ordinate action and communicate with each other only when strictly necessary. The problem is that there is no distinct organizational structure to facilitate cooperation and communication on a regular basis so ecotourism management problems frequently occur. Moreover, TISTR (1997) recognizes that at present resource managers at site level still lack a fundamental understanding of ecotourism management and an ability to develop the resources' ecotourism potential. Most of the management focuses on meeting the demands of the visitors rather than the needs of the ecotourism resources. The activities, educational provision and the interpretation materials are not appropriate. The existing ecotourism management focuses on adventure travel and nature appreciation rather than the serious education provision which would have a greater impact on the goal of promoting sustainability (TISTR, 1997).

With the problems discussed above, TAT recognises the importance of the cooperation between stakeholders in development of tourism from both the public and private sectors. In the meantime, the prevailing situation has increased awareness among the stakeholders. For future success, the ecotourism network should be established and designed to provide information on ecotourism destinations, tour operators and accommodation, and relevant publications and information³⁶. TRF has recently

³⁶ Dr Sinth Sharobol, TRF's projects director in Chinag Mai office, Pers. Comm., March 2002

conducted a research project (2003) aiming to establish ecotourism networks in northern Thailand³⁷. Thus the networks will facilitate the link and cooperation in terms of tourism management and marketing among ecotourism destinations in the region.

As discussed Section 4.4, in 1995 TAT established an ecotourism policy (1995-1996) that sets out the actions to be undertaken by the different segments involved such as tourism area development, personnel development and tourist service development; for example:

- During 1996-1997, TAT organised meetings with stakeholders in tourism in order to establish a common agreement and cooperation among all agents concerned. The outcome or consensus of the agreement were used as basis for the national ecotourism policy;
- TAT set aside a budget of 66 million Baht (£1,100,000) to be used in some 79 projects on ecotourism development ranging from area development, studies and research, public relations to awareness campaigns. It is intended that these activities should spread to almost all provinces in the country;
- Participation in international conferences on ecotourism was to be supported by TAT which would assign its own staff to take part in such forums in order to enable them to keep up with the ever-increasing information and knowledge in this area; and
- An ecotourism network in Thailand was to be established which would place emphasis on both knowledge and services. The make-up of the network was being considered and three choices were being looked into: an ecotourism national board, a Thai ecotourism association or an ecotourism local committee (TAT, 2002).

³⁷ Dr Sinth Sharobol, TRF's projects director in Chinag Mai office, Pers. Comm., February 2003

4.4.1.3 Key Role of the Royal Forestry Department

The most important issue on Thailand's political agenda is to restore the increasingly degraded forest and to incorporate conservation practices to sustain the remaining forest. Partnership among various parties is necessary for the survival of Thailand's forest and its forest-dependent people. Since the National Forest Policy 1985, the emphasis has been placed on economic or productive forests, which covered 25 per cent of total land area and conservation or protected forests, which covered 15 per cent.³⁸

In terms of resource owners, amongst departments of the public sector the Royal Forestry Department (RFD) is the most important key actor as it is the main agency responsible for the national forestry policy, and complies closely with the bureaucratic structure of the central government. The RFD was established in 1896 and has developed a structure that bifurcates its central and local responsibilities, meaning that it has a centralised administration but with some decentralised management at local level. As the Thai forest is owned by the state, the framework of forest management and conservation has been set out by the RFD. The RFD hold full responsibility over the administration and management of the forest resources and related forestry issues. Thus the RFD set up several programmes to halt forest loss and combat deforestation. One of the actions taking place is the reforestation programme³⁹ that also includes the 'ecotourism project'.

Based on the National Forest Policy, 'Policy Goals for Natural Forest Conservation', the government, through the RFD, has shown its commitment to forest protection as is evident by the intensified demarcation and declaration of protected forest during the past decade. The RFD claims that most of the remaining forests are included in the officially designed conservation forests. In particular, 16 per cent of the land area in Thailand has been recognised as healthy forest within the Protected Area System (PAS) (Jantakad and Gilmour, 1999). As such, RFD has implemented four major strategies:

³⁸ www.forest.go.th/rfd/policy/policy_e.htm, 21/07/04

³⁹ The Head of Royal Forestry Department at Doi Inthanon National Park, Chiang Mai province, Pers. Comm., December 2000, Mr Chitipat Phoraksa, FRD official and his colleagues at DINP, Pers. Comm., January 2001

- Demarcation and declaration of many more conservation forests, such as National Parks, forest parks, wildlife sanctuaries, non-hunting areas, and forest reserves;
- Enforcement of forest laws and regulations, and implementation of strict forest patrolling;
- Relocation of people residing inside the forest reserves or conservation forests;
- Attempts to limit the upland or mountainous areas already occupied by hilltribes, and under shifting cultivation.

However, substantial gaps in the Protected Area System (PAS) coverage remain in terms of the lack of proper management of the PAS and forest reserves. The problematic outcomes of the PAS have been due to the fact that various groups of stakeholders, including forest dependent people and transient illegal loggers, have continued their forest landuse practices inside the protected forests. Many researchers, NGOs and some policy makers have agreed that the policies to promote participation in forestry development by the local people, forest-dependent dwellers and other involved agents such as environmental-concerned agencies and academics are necessary for effective conservation and sustainable management of the remaining forest resources (Jantakad and Gilmour, 1999; Stakeholders, 2001⁴⁰). Jantakad and Gilmour, 1999 and non community stakeholders, 2001⁴¹ involved suggest that it is desirable to move away from the dominant role of centralised governmental institutions for the forestry sector to decentralised management, more participatory approaches, and more community-based responsibility. The role of the directly responsible government organisations such as the RFD, must be redefined to suit the above objectives, as well as to be effective and more supportive of proper partnerships based on a new integrated approach. Moreover, in tourism development, RFD is responsible for maintaining most of the protected areas in the country which are tourism resources including National Parks, botanical gardens, no-hunting zones and wildlife preserves. To achieve its objectives, development of

⁴⁰ The Head of Royal Forestry Department at Doi Inthanon National Park, Chiang Mai province; Mr Chitipat Phoraksa, FRD official and his colleagues at DINP; NGO workers and researchers in the villages at DINP(Pers. Comm., December, 2000). Academics at Chiang Mai University, Pers. Comm., January 2001

⁴¹ NGO workers and researchers in the villages at DINP; Academics at Chiang Mai University, Pers. Comm., January 2001

ecotourism in National Parks has been promoted by RFD as a contribution to the conservation of the natural environment by generating alternative income distribution to the communities situated in the National Park or protected areas. Thus people would stop degrading the forest for economic mainstay or for survival. In practice, one of the main problems facing policy makers and managers of National Parks in Thailand is the need to protect flora, fauna and representative ecosystem while providing for a variety of recreational uses together with increased tourism infrastructure. Providing recreational opportunities compatible with environmental protection is fundamental to park management and is especially significant when preservation of a natural area is the primary park objective. To achieve these objectives, it is essential to have a clear operational plan of how the management should be. In this respect, the RFD has taken or will take measures such as:

- Preparation of nature-related information such as notices, direction signs and nature study manuals which can contribute to better understanding. Areas with such services include the Doi Inthanon National Park in Chiang Mai and the Paru Sirindhorn forest in Narathivat.
- In the future, the RFD plans to conduct other study and research to produce nature-related information systems in other National Parks and also to push for area management based on individual capacity to receive visitors (RFD, 2000).

4.4.1.4 Other Stakeholders

In this study, other stakeholders comprise the host community, academics, private sector, NGOs and media (Table 4.3); each plays an essential and different role in the development of ecotourism as demonstrated here.

In the context of northern Thailand (NTd), the host community is another key issue in the development of ecotourism since community members are directly affected by development with both positive and negative impacts. Besides, their culture and environment are major attractions for eco-visitors. Many communities have turned to ecotourism as a solution to poverty. However, as most of the communities involved in ecotourism development are indigenous people, they are to some extent inferior to other stakeholders in the area (for more detailed discussion, see Section 4.5).

The success of ecotourism also relies on the educational institutes in the region according to their substantial role in pushing for ecotourism. Their curriculum for courses includes subjects such as guide training, tourism and hotel management, which cover many branches of related issues. The subject of ecotourism is well represented in the courses in an effort to disseminate the concept. Besides, most of TAT's and TRF's research projects on ecotourism have been conducted by academics at universities situated in the region. Thus they have to some extent influenced the policies and guidelines for ecotourism.

Travel agents and tour operators are key players in the relationship that exists between the destination and the tourist. They are responding more actively to ecotourism tour arrangements and have a tremendous influence on visitors relative to the choices made and types of experiences gained from travel (Fennell, 1999, p.191).

In the past, interest was centred mainly on the so-called *adventure tours*, particularly in NTd where tours such as trekking, elephant-riding and visits to hilltribe villages have been popular. The operative word was adventure. However, based on the changes in market demand toward ecotourism, it may be said that such adventure tours would have to be upgraded in quality in order to develop into proper ecotourism. Tourism opportunities have historically been offered through operators that today, recognizing the potential of ecotourism, have developed other programs including for example trekking, elephant riding and bamboo rafting. Some have grouped together to form *associations* catering to ecotourism demand. The eco-tour club of Umphang, Tak province and the Ecotourism club of Mae Klang Luang destination, Doi Inthanon National Park, Chiang Mai Province are examples of this trend. However, the ecotour operator may seek to extend tourism by offering better products in a new pristine site but does not have the marketing resources effectively to sell new tours, given the existing market.

In many communities in northern Thailand, ecotourism is used as an instrument for community development by the NGOs and can take the form of not-for-profit status or profit status organisations. These are citizens' group whose activities include efforts for

environmental conservation (Fennell, 1999, p.190). Generally these coalitions have the following characteristics:

- Voluntary membership in the group
- The group is not profit motivated
- It is autonomous, in that it makes its own decisions
- It is service driven
- It seeks change on behalf of its membership, society and the environment.

Gardner (1993 cited by Fennell, 1999, pp.188-189) indicates that, in many cases, not-for-profit agencies such as museums, NGOs and universities are heavily involved in the delivery of ecotourism programmes for profit, which in theory, is inconsistent with their overall mandates as institutions. As happens in Thailand, Ziffer (1989) mentions that not-for-profit sector agencies often sponsor ecotourism trips for reasons of member service, donor trips, a source of funding, and for education and research. As a result, many of them are making a significant amount of money from their trips and it is only a small proportion that is used for the organisation. However, it can be argued that the cooperation between NGOs and the host community can perfectly coexist in terms of economic benefits from ecotourism development. For example, in Mae Hong Son, NGOs have a firm stake in the delivery of ecotourism opportunities and its marketing whereas the local residents have been satisfied with the benefit obtained (the case is discussed in Chapter 6, A Case Study of Huai Hee Destination).

Finally, the development of ecotourism in NTd would not succeed without the help of the media such as travel magazines and television travel documentary programmes as they play a significant role in ecotourism in terms of promotion and marketing of the ecotourism products. It is the most effective channel to reach the eco-visitors otherwise it may take much longer before the destination is recognised (This is evident from the document in Chapter 7).

4.5 Introduction to Northern Thailand and Case Studies

In order to provide sound understanding of the case study communities, it is essential that the context of the northern region of Thailand is explained in order to provide a context in which a clear relation can be drawn between the case study community and the region. Therefore this section provides comprehensive introduction to the context of northern Thailand and issues related to the subject, including: geographic context; demographic characteristics including status of local residents and education; and tourism context.

4.5.1 Geographic Context

Northern Thailand (NTd) comprises 17 provinces including Chiang Mai, Chiangrai, Lamphun, Lamphang, Prae, Nan, Pharyao, Mae Hong Son, Uttaradit, Sukhothai, Phitsanulok, Phichit, Phetchabun, Kamphaeng Phet, Nakhorn Sawan, Uthai Thani and Tak (Figures 4.2 and 4.4).

A large part of the land area in the upper northern region is covered by mountains, which affect soil characteristics in the region, and limit the small amount of land suitable for agriculture. Most cultivated land is located in the basin. The remaining area is of low fertility land with shallow or mountainous soil. The climate is considered to be tropical rainy or tropical savanna. The seasons are: rainy season, during middle of May to October; winter, during November to February; and summer which is during March to May. The average annual temperature is 24.6 °C with the minimum mean temperature being in January. The average temperature in December and January is 19.6 °C. The mean temperature in April is 31.3 °C. The average annual rainfall is 1,112 mm. (lower than the average value of the country of 1600 mm.). August is the month with the maximum amount of rainfall.⁴²

Due to differences in temperature throughout the year, the high tourist season in the region is during November to February. It is considered to be the best time of the year to visit NTd. Moreover, NTd is noted for its relaxed pace of life and friendly people. It

⁴² www.thaifocus.com/climate.html, 18 Feb 2003

has excellent road, rail and air links with the rest of the country and is going through an unprecedented boom at the moment as visitors and Thais alike try to escape the pollution, traffic congestion and overcrowding of Bangkok.

4.5.2 Demographic Characteristics

In terms of demographic characteristic, people in NTd are diverse. The majority are the local northern Thai known as Khon Muang. They have their own 'northern dialect', costume, Lanna architecture, festivals, acting art and handicrafts. In addition, there are various hill tribe groups including Mhong, Yao, Karen, Lesu, Akha and Lahu as shown in Table 4.4 all having their own unique culture, tradition and life styles. Both foreign and Thai visitors are interested in these people and thus the cultural heritage of the hill tribes is an attraction and part of the tourism resource of the region (TAT, 1997).

Table 4.4 Composition of Ethnic Groups in Northern Thailand

Ethnic group	No. of Villages	No. of Households	Population
Karen	2,130	70,892	353,574
Hmong	266	15,704	126,300
Lahu	446	15,388	85,485
Akha	276	9,740	56,616
Yao	195	9,501	48,357
H'Tin	151	7,058	38,823
Lisu	161	5,652	33,365
Lua	71	3,322	17,637
Khamu	47	2,515	13,674
Mabree	3	24	125

Source: Ministry of Labour and Social Welfare in Poulsen et al (2001, p.18)

The majority of the indigenous people came to live in northern Thailand during the 1800s or early 1900s but some have been there much longer (Isager, 2001, p.108). They were politically powerless against the state bureaucracy and against the new rural elites mostly made up of Thai people. Hence, development was a blessing for the ethnic minorities inhabiting peripheral areas of the country. Clearly, new opportunities and

improvements became available to them but they came at a price. From coping with the indifference of the political centre of the urban people, the minorities now had to endure the hazards of being stigmatised as culturally different and inferior.

As in traditional northern Thai villages elsewhere, the case study communities of Huai Hee village in Mae Hong Son province, Umphang in Tak province and Mae Ta Man village in Chiang Mai province (Figure 4.4) were formerly self-sufficient communities, depending on rice as the staple crop in addition to maize and other grains, beans, chilli and vegetable crops. Each family aspired to have enough paddy fields to grow their needs in rice for the year. The surrounding forest supplied them with building materials, game and a wide variety of seasonal vegetables, along with some wild fruit. It was also a source of bamboo, rattan and fibers used to make domestic appliances and a broad range of ropes, traps, and nets for hunting and fishing. People's enjoyment came not because of material possessions, as everyone was able to produce all their needs from their own labour, but from group activities and festivals that brought the community together. The lives of the people depended on what was happening in the fields.

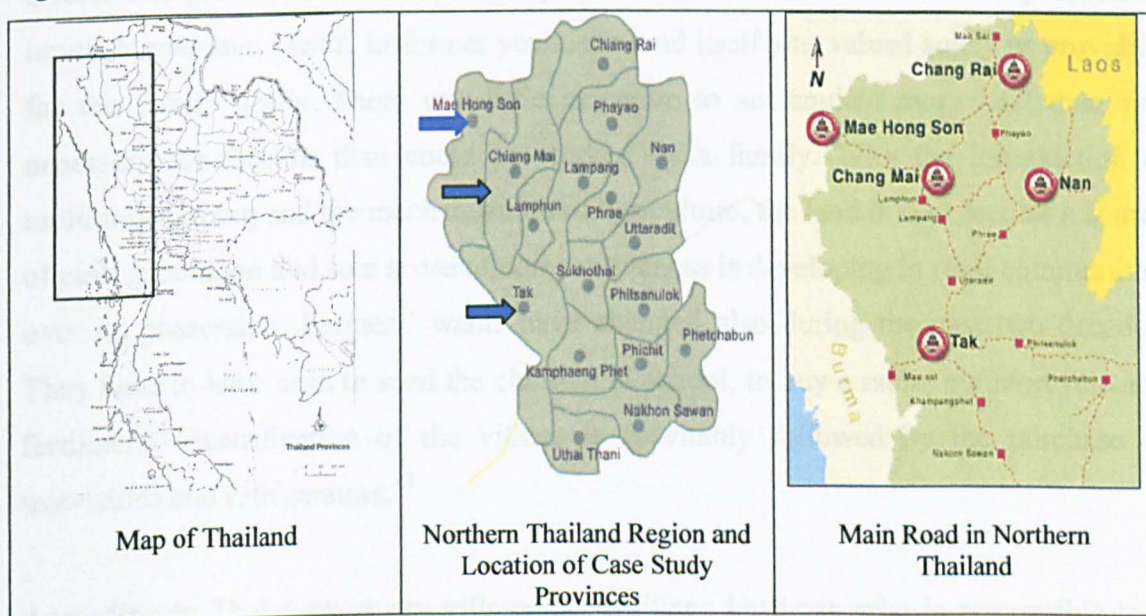


Figure 4.4 Northern Thailand and Locations of Case Study Provinces

Over the past twenty years, there has been an increasing trend towards commercial production; soybeans and garlic are the most common single crops during the cool season. The trend to extensive double and triple cropping in the region began in the

1970s. The development of an improved infrastructure made access to markets easier, while subsidy and agricultural credit made the purchase of modern farm machinery and fertilizer possible. While the overall agricultural production has risen due to the expanded area of multiple cropping, the inputs an individual farmer must use to maintain this production have also increased dramatically. In the early 1970s the farmers' outlay on chemical inputs was minimal; 10 pence per acre (5-8 Baht) altogether for fertilizers, pesticides and herbicides. Now, for rice and soybean, the cost is up to £4-8 (250-500 Baht) per acre, just to achieve the same quantity of crop yields.

The social structures that had evolved along with traditional agricultural patterns are changing. The farmers' independence is slipping away. Whereas before, each farmer could decide for himself what he would grow, now to ensure a market for some cash crops, he must come to an agreement between neighbours and with merchants about what to plant. The merchants have leverage on this as the farmers are dependent on them for market outlets since the wholesalers have the trucks and will buy from farms direct. The producers also have to rely on the merchants for credit to buy chemical inputs to maintain yields. In former years, the land itself was valued solely as providing for the family needs. There was little incentive to accumulate more land than was necessary for this, or than could be worked by a family. With the introduction of multiple cropping and the mechanization of agriculture, the land is now seen as a source of cash generation and so a sense of competitiveness is developing in rural communities over its possession. Farmers' wants have changed also during the past two decades. They have to have cash to send the children to school, to buy a radio, a motorcycle and fertilizers. Electrification of the village is inevitably followed by the purchase of televisions and refrigerators.⁴³

According to Thai Law, every village has a village headman who is responsible to a local government officer in the nearest town, who will have overall responsibility for many villages. This pyramid of authority eventually reaches to the top levels of government. The headman is therefore officially recognized and often appointed by

⁴³ The local residents in the study areas, pers.comm. January 2002

local government, and is responsible to the authorities for the collection of taxes, registration of voters and other administrative duties (The Ministry of Interior, 2001).⁴⁴ Therefore the male has been authorised to dominate in any kind of policy and decision making in the community. Most of them are married and live as a single family unit, usually consisting of 3-4 persons (Chapters 6 and 7).

4.5.2.1 Status of Local Residents

According to the popularity of authentic hill tribes as the main tourist attraction and the Royal Forestry Department's (RFD) policy towards natural environment conservation and preservation, the conflict between the indigenous people and RFD has arisen, particularly with the Karen people. They are the majority of the tribes whose culture and society have become tourism products and are directly involved in tourism enterprises as well as receiving large impacts from tourism development in NTd. Thus their situation and related circumstances play a significant role in the present study as they represent the local residents' perception of ecotourism development and its consequences for the case studies.

To understand the political system of the Karen, requires a basic knowledge of their origins, settlement patterns and the presence of Christianity within the context of their historical experience. As a result of conflict in Burma, thousands of the Karen fled to Thailand as refugees and settled down in the forest areas under the control of the border military. Therefore the Thai National Military has had a strong influence in political affairs. The northern hills and tribal villages have continually increased over the years. Further, the creation of roads has been a principle result for the increase in national influence. The first road was created during WWII from Chiang Mai to Mae Hong Son. About 1995, a road from Chiang Mai to Pai was completed, giving villagers more access to ready-made goods and store-bought items⁴⁵. The road has also given villagers more possibilities to sell their own products in Chiang Mai and create a cash economy for themselves.

⁴⁴ The local authorities in the study areas, pers.comm. January 2002

Along with better roads came government officials, travellers and visitors. The present King Bhumibol Adulyadej was the first ruler to visit the northern provinces of Thailand. He made actual contact with people and observed at first hand the problems of village poverty, land slash and burn and drug production. He instituted a programme to help hilltribes improve their standard of living and in 1968 the King's Royal Project was established. The aim of the project was to stop opium cultivation, slash and burn method of cultivation and forest destruction and to enable the people to grow useful crops that will earn them a good income.⁴⁵ Among other things, the tribal people were to be taught proper use of land, soil conservation, proper use of water and forest preservation. Villagers are being introduced to new crops to the benefit of the Thailand economy.

In getting the project off the ground, the King worked through appropriate government agencies and at times in the early stages used his own fund. The King and government officials never simply issue directives. The impetus comes from the local population who must agree with the proposal and cooperate to see that it is successfully implemented. As a consequence of the King's Royal Project, the Karen has moved from a traditional subsistence economy to a cash economy. However, when the problems of natural resources degradation increased and the issue arose, the indigenous people became a scapegoat.

In terms of land ownership, the conflict between the indigenous people and the RFD has been an issue for decades. Due to the National Economic and Social Development Plans in 1961, the government designated 50 per cent of the country as state owned permanent forest. Since then the government has continued to classify land and forest as a way of determining who will have access to what. Under the state territorialisation of forest land, no legislation was prepared to protect the communal rights of local people. All common lands were legally state property, local commons such as forests, grazing

⁴⁵ The local residents at village of Mae Rim, Mae Taeng and Mae Ta Man, Chiang Mai province; local residents at Mae Hong Son province; The head of RFD and RFD officials at DINP, pers.comm. January 2002

⁴⁶ The head of the King's Royal Project at DINP, Pers. Comm., January 2002

areas, and so on were increasingly incorporated into Natural Parks and wildlife sanctuaries. The consequence of increasing the land area protected by National Park in NTd is that ethnic minority groups are evicted from their ancestral lands. The conflict between park officials and local residents still exists (RFD's DINP Division, 2002). Major problems in parks are: unclear boundaries; lack of management plans and guidelines; inadequate staff; lack of resources for research and education and too many development projects.⁴⁷

Since the late 1980s, in reaction to attempts to simplify local resource systems, there have been counter-movements led by NGOs and universities calling for a new bill to guarantee the communal control of forest by farmers. The enactment of the bill is still pending, and the conflict between villagers and the state is still intense. However, at present, the Thai government has been through a process of decentralisation and giving local residents more control over their communities and natural resources. The power is transferred to the locals through a local administration at sub-district level *Tambon Administrative Organisation* (TAO). Therefore, TAO has a great influence on the development of local community. As such, the perception of the TAO and their knowledge about development projects is essential for the success and failure of the initiatives.

4.5.2.2 Education Level

Originally most residents in northern Thailand were traditionally engaged in agriculture and tended to consider education necessary only to the primary school level. They just wanted to be able to read and write their name. However, due to the National Economic and Social Development Plans and in the light of literacy problems, the national educational policy has been improved and expanded to rural areas all over the country. The government has traditionally provided free universal compulsory education until the sixth grade⁴⁸ where after the family has to pay for higher level education. Thus the youth are forced to attend school. As a result today, the residents' attitude towards

⁴⁷ Head of the RFD; NGO workers and Government officials at DINP, Pers.comm., January 2002.

⁴⁸ The National Education Policy aims to extend the compulsory education to the 9th grade but it is not yet implemented (www.thaireform.once.go.th/basic_edu/project/proj_2html, 20 July 2004).

education has changed accordingly as more income has been obtained from tourism development so that parents can afford to send children to school at higher level.

4.5.3 Tourism Context

According to the government's policy on economic development at regional level, tourism is seen as an essential instrument for job generation and income contribution. Development of tourism has taken place in the northern region where Chiang Mai is the capital and Northern Thailand (NTd) has become a popular tourist destination in Thailand because of its unique natural beauty of mountain and rainforest, distinctive history, artifacts, the rich cultural heritage as well as variety of people, tradition, and activities. Various activities have been offered for visitors to experience such as jungle trekking, bird watching, elephant riding, river rafting and cultural tours. In addition, many festivals, events and activities are held throughout the year in order to support tourism in the region. Thus, NTd has become a destination significantly influenced by tourism development and numbers of visitors visiting the region have recently increased⁴⁹ as demonstrated by a survey of visitors in Thailand undertaken by TAT and the study of Thailand Development Research Institute (TDRI).

The growth in numbers of visitors visiting NTd was evident in the increase in the number of bed spaces, in a variety of accommodation such as hotels, guesthouses, bungalows, resorts, and accommodation provided by the Royal Forestry Department. The accommodations can be categorised as either having catering provided or as self-catering.

Tourist activities led NTd to become a mass tourist attraction with impacts on the physical, social, economic and built environment. As a consequence, tourism in NTd has faced many problems because of deterioration of most tourism sites both in cultural

⁴⁹ This is because the region has various activities and experiences to offer to visitors such as unique natural beauty, distinctive history, rich cultural heritage, hilltribes, trekking, elephant riding and river rafting. In addition, many activities have been created and festivals have been revised in order to support tourism in the region. However, jungle trekking and elephant riding are the most popular activities among visitors visiting Northern Thailand.

and environmental aspects (see Appendix 4.6 Details of Deteriorated Tourism Sites in Chiang Mai Province). These problems are caused by a lack of appropriate maintenance, no development in new tourism sites or new activities, inefficient transportation service especially during special events, environmental problems in large communities and having high tourism competition from nearby countries (TAT, 1998).

Following the general success and growth of 'ecotourism' in Thailand, many communities in the region have pursued it as their preferred development alternative. Ecotourism is perceived differently by different stakeholders. Some see ecotourism as a tool for local income generation and the local community empowerment, others perceive ecotourism as the solution to conflict of interests towards land use problems as well as to prevent the situation of being evicted from their land (the case is discussed in Chapter 6). Thus, a diversity of tourist experiences in National Parks and historical sites has been provided. Since 1997 the RFD has opened up National Parks to private tourism businesses and worked on a proposal to grant leases to private operators for development of tourist infrastructure. Under promotion of 'ecotourism', the RFD has recently implemented large tourism related infrastructure projects, with the construction of roads, parking lots, visitor centres, bungalows, camp sites and nature trails neatly coinciding with the 'RFD's Visit National Park Year 2000'. The project aimed to attract more than 20 million domestic and international visitors to the parks during that year. Most of the annual budget was allocated for constructing building, paving roads, buying vehicles, hiring staff and paying administration costs. This suggested that the country's natural resources would be further sacrificed for short-term economic gain (Pleumarom, 2002, p.146).

Further, according to different perspectives and development goals of ecotourism among stakeholders and without the appropriate guidelines of how to put ecotourism into practice, the management approaches are various depending on the ownership and their interests as will be further discussed in detail in Chapters 6-8.

4.6 Summary

Although tourism has generated the biggest revenue for the country, at the same time it has also caused negative impacts to the host communities. Thus since 1995, the Thai government has seen ecotourism as the solution to mass tourism and has sought to bring ecotourism in practice through TRF and TAT. While TRF is responsible for development of ecotourism at the destination level including the site management and the community empowerment, the TAT supports ecotourism by producing the policies, guidelines and other programmes to facilitate tourism management and the most important thing is seen to be to market the ecotourism products.

Ecotourism has attracted the attention of the stakeholders in tourism development as a means of preventing and overcoming problems caused by tourism development, and achieving more responsible and equitable forms of community development. As a result, ecotourism is seen as a complement to mass tourism, which has not been rejected by the Thai government as it provides a significant amount of foreign exchange for the country. Tourism policies no longer concentrate on economics alone but rather emphasise the demand for unspoiled environment, consideration of the needs of local people and appreciation of visitors. Further, ecotourism is perceived on the one hand by tourism promotion agencies and industry as a new marketing strategy, and on the other hand by academics and conservation interest as one means to enhance the conservation of biodiversity (Dearden, 1995, p.15). Tourism entrepreneurs have also wrongly used the term 'ecotourism' as an umbrella term for many different kinds of tourism, which individually needs a unique tourism management system and this is being overlooked when all the different types of tourism are lumped together as ecotourism. It is necessary to acknowledge the principle of ecotourism and to develop an appropriate management system that addresses its unique and special characteristics. It has become clear that the ecotourism concept has attracted a great deal of misunderstanding and is in need of clarification.

So far, although ecotourism is recognized as still in its early stages and the concept remains within the national tourism development policy, ecotourism has contributed

towards changing attitudes toward the environment, which is considered to be the fundamental change that has to occur over the next few years if society is to learn to operate on a sustainable basis. Though the implementation of ecotourism is faced with difficulties and limitations, it is still the target of development in the region. Whether the so-called ecotourism is really applicable in the context of northern Thailand remains to be decided.

The justification of methodologies used to investigate the ecotourism phenomenon in the context of northern Thailand is discussed in the next chapter.

CHAPTER FIVE

Research Methodology and Its Justification

5.1 Introduction

To provide an overview of how this study was conducted, the first part of this chapter sets out the justification for the design of the research and the reasons for the selection of case studies. The main part of the chapter presents the investigative methods used in data collection including a discussion of their strengths and weaknesses and the limitations of the empirical work resulting from the study.

To achieve the aims of the study as set out in Chapter One, the case study approach was used to obtain essential facts and understanding of the actual context of ecotourism development in the case study communities. To identify the relationship between the international principles of ecotourism and general outcomes in practice and its particular implementation in northern Thailand, the methodology adopted used both qualitative and quantitative approaches. The outcomes of the field study were analyzed and supplemented by analysis of existing documents and records. This method of cross-checking can be seen as a validation procedure (Krueger and King, 1998, p.12), as a way to obtain a greater completeness (Arksey and Knight, 1999, p.22; Jick, 1983, p.13) and as a means to provide possible confirmation in the research (Denzin, 1970). The possible combinations of choice of research methods can be overwhelming (Blaikie, 2000, p.32) but use of a number of different research approaches enable them to support each other and to minimise the impact on the research if one particular approach proves unsuccessful (Robson, 1998). Thus, the use of the data from two methods improves the overall validity of the research and is regarded as the strength in a research design (Arksey and Knight, 1999, p.18; Ritchie and Lewis, 2003, p.38).

5.2 Research Design

According to the purpose of the study and diversity of context and setting of northern Thailand, a variety of techniques was required to be used to explore and explain the ecotourism phenomenon. A case study approach is widely recognized as an effective mechanism to represent the study as a whole. However, a single case study could be unrepresentative and the use of a number of cases may add greater weight to a study and make its findings more convincing (Yin, 1994, p.221). As this study shows, multi-case studies are better than a single case; any one 'ecotourism' case study location could lead to very different conclusions. Thus a multi-case study was used for an empirical investigation of a particular ecotourism phenomenon within its real life context.

Based on different ownerships and their approaches to ecotourism in northern Thailand⁵⁰, ecotourism has been implemented for a number of years so that its impacts can be recognized and compared with its publicity. The study is based on a multiple-case design of three ecotourism destinations of northern Thailand. They are Huai Hee⁵¹ in Mae Hong Son province, Umphang⁵² in Tak province and Mae Ta Man⁵³ in Chiang Mai province. Each location represents different perspectives and approaches of ecotourism management in different areas that exist in northern Thailand. This can help to highlight and compare differences in the ecotourism situation including the significant issues of implementation of ecotourism policy and its consequences in the region.

The different methods were employed to facilitate an understanding of the complexities of the different institutional structures involved in ecotourism development and to cover

⁵⁰ This includes: private and public sectors, local community and NGOs. Their approach to ecotourism is varied depending on the ownership and its objectives that could be for example, local community working with NGOs, private sector alone or a cooperation between private and public sector and the local community.

⁵¹ Ecotourism has taken place in Huai Hee since 1996. It is run by the local community and under supervision of NGOs.

⁵² Tourism in Umphang was recognised in the 1990s and ecotourism has been promoted since 1994. It is run by cooperation between private and public sectors and local communities.

⁵³ Ecotourism has been introduced in Mae Ta Man since 1995. It is privately owned by an outside private sector.

the most comprehensive and reliable sources. In order to fulfill the research aims, the stages set out below were followed.

- The first stage of the research sought to document and critically analyze the concept of ecotourism and its related ideas of sustainable development including management of sustainable tourism and the involvement of stakeholders concerned with the environmental, social, cultural, political and economic factors affecting tourism development. In this stage also the context of government policy and the social and economic context of northern Thailand were investigated and interpreted (Chapters 2 and 3).
- The second stage was twofold: first, indicators for sustainable tourism identified in stage one were selected (see Section 3.3.2), clarified and adapted for use in the case studies in order to use the indicators as criteria for evaluation of the findings (Chapter 3). This helped to identify the various factors involved in ecotourism development in northern Thailand. Second, the three case studies were selected to represent ecotourism development in northern Thailand (see Section 5.3) so that the investigation and evaluation of the scope and the context of the implementation and the site management of ecotourism in northern Thailand could be highlighted (Chapters 6-8).
- The third stage sought to understand the strengths and weaknesses of the research approaches in relation to the case studies. Denzin and Lincoln (1994, p.2) draw attention to the difference between qualitative and quantitative approaches: quantitative research relies heavily on objective interpretation of numerical data, and strives for reliability, validity and generalisability. Further, Blaikie (2000, pp.32, 232) states that these methods are generally concerned with counting and measuring aspects of social life and an array of statistical techniques is used for data analysis. On the other hand, qualitative research is a multi-methods focus, is more concerned with producing discourse, description and exploring respondents' meaning and interpretation and has a naturalistic approach to its subject matter. According to Preece (1994, p.42), qualitative and quantitative methods can be seen as complementary. Using different methods for data collection helps to mitigate possible biases and limitations of the strategy, which might otherwise have

influenced the study. As one source may not provide all information needed, multiple sources of evidence were required to secure the benefits of triangulation.

According to the data requirements for the study, this study relies principally on qualitative methods, for example: the techniques of participant observation, semi-structured interviews and focus groups were employed to gain deeper insights and understand the actual context of ecotourism in the case study communities. This included the implementation of the ecotourism policy, the ecotourism situation and trend, tourism impacts and involvement of stakeholders. It is also supplemented with quantitative data to provide an objective check and perspective on the findings. Qualitative techniques were employed with the stakeholder population to obtain the perceptions and attitudes toward development of ecotourism and its consequences in the area (Table 5.1). Stakeholders consist of:

- Host residents;
- Representatives of local communities;
- Local business entrepreneurs including travel agencies, tour operators, resource owners, transport providers, food vendors, trekking guides and others personnel employed in the business;
- Government agencies such as the Local Authority, the Royal Forestry Department (RFD), Tourism Authority of Thailand (TAT);
- Academics who were actively involved and have been to a large extent influential in the policy making and management process;
- NGO workers who are actually involved with community development work and facilitate ecotourism development as means to enhance economic self-reliance, ecological and social sustainability and start up tour companies to market the ecotourism products originally created by the community development projects; and
- Visitors.

The techniques were constructed with an awareness that differences of opinion might occur between people who get more and less benefit from tourism development. Therefore samples were selected to include respondents who get most

benefit, some benefit and no benefit from tourism. Before they were chosen, the respondents were asked whether or not they were involved in tourism enterprise. The information obtained was critically analysed, compared and cross-checked among the respondents.

Questionnaire surveys were also directed at visitors in the destination in order to obtain their views towards tourism development in the area including the current situation of ecotourism, tourist activities and management, possible consequences and the interaction between the tourists and the host community. This established the visitor profiles as well as raising issues that support and cross-check with the outcomes obtained from other techniques. It was recognised in the field work that in some circumstances, a combination of methods could yield more useful data than one method alone (as discussed in Section 5.4).

- The fourth stage was an analysis and evaluation of the combined outcomes of stages one, two and three. Understanding the roots of the current situation of ecotourism development in northern Thailand made it possible to examine whether ecotourism there is compatible with principles of international ecotourism and a sustainable option for development in the area. When these interests and objectives are seen side by side, the area in which conflict may occur can be identified (Chapter 9).
- In the fifth stage, the findings of the field study were critically compared with the understanding of the nature of ecotourism built up in stage one and the indicators for sustainable tourism developed in stage two. Thus, the current situation of ecotourism in northern Thailand is identified. The conclusions and recommendations of the study are presented at this stage (Chapter 10).

5.3 The Selection of Case Studies

As the literature suggests there can be many 'forms' of ecotourism' even within the same country, and Thailand is no exception. Numerous destinations lay claim to offering ecotourism opportunities, each with various degrees of plausibility and attitudes to ecotourism. To deal in northern Thailand alone, there are 164 so-called

'ecotourism' destinations, some 'award winning', others not. In the competition for this phenomenon there is a variety of a mechanism or system under which destinations are operated and managed.

According to the Thailand Institute of Scientific and Technological Study (TISTR) (1997), there is a variety of agencies and organisations responsible for the supervision and management of the resources in the ecotourism destinations in northern Thailand. The Royal Forestry Department (RFD) and the Forest Industry Organisation (FIO) have the most important role to play as the owners of most of the tourism sites and therefore responsibility for the supervision of local resources. In addition, local authorities, the Tambon Administrative Organisation (TAO), the local communities and the private sector also take part in ecotourism development as land owners. Thus, all of these actors potentially influence the current situation of ecotourism in northern Thailand, each with their own interpretation and management philosophy and approach. In recognition of these factors, one single case study was seen as leading to potentially misleading conclusion. However, too many case studies would be potentially unwieldy and not necessarily more conclusive. Thus, a selection of 3 case studies was chosen to represent the 3 predominant mechanisms of ecotourism development and management.

In northern Thailand, there are perhaps upwards of a hundred sites, which would satisfy most or all of the criteria set out below. The three case study communities were appropriate locations for the research because of their local social and cultural contexts as they highlight and reflect a number of factors critical to the ecotourism phenomenon in northern Thailand and international principles of ecotourism:

- They represent different aspects of ecotourism in terms of ownership, objectives, stages of ecotourism, management approaches, products and access;
- Tourism activities are strongly based on undeveloped natural resources that are a large component of the tourist industry and tourism there is representative of the northern region;
- Ecotourism at these sites has been implemented for more than five years, whereas the other destinations are relatively new which means that they are still at the beginning of ecotourism development and its consequences are not yet significant;

- They are acknowledged as being in the forefront of ecotourism development in northern Thailand (TAT, 2000)). In their advertising, they claim to be unique in their absolute attachment to the principles of ecotourism;
- They clearly represent the roles and involvement of key actors in ecotourism development;
- The implementation of national ecotourism policy had taken place in the areas;
- The structure of ecotourism development in the areas opens up questions relating to the involvement of local community in the development process specifically in decision making and the development organisational structures that are crucial to the question of sustainability which foster adaptive responses to the environment within which tourism organisation are operating; and
- They raise issues additional to traditional concerns of sustainable tourism about environmental and cultural sustainability. A particularly interesting issue is the value placed on indigenous cultural products.

They therefore appeared to be the locations where the research hypotheses could be tested most rigorously, allowing time and resources to investigate impacts of tourism in-depth. They are considered to be examples of the best practice in intervention approach. The first one, Huai Hee destination in Mae Hong Son province is managed by NGO workers and the host community. Ecotourism has been implemented since 1996 and is recognised by many other Community Based Tourism (CBT) proponents in Thailand as a successful model for other communities to follow. In addition, the project was nominated as a finalist for the 'TO DO! 2000 Contest for Socially Responsible Tourism', organised by the German organisation Studienkreis Fur Tourismus und Entwicklung. It was also proposed as a 'model community in forest conservation through CBT activities in the Green Earth Contest', organised by the Petroleum Authority of Thailand (see Chapter 6). The second ecotourism site, Umphang destination in Tak province is where tourism has taken place since the 1990s.

In 1998, it was considered to be an example of the success of ecotourism management as recognized by the Pacific Asia Travel Association (PATA)⁵⁴ 'PATA Gold Award' and received the ASEANTA Award in 1999 in the category of the best ASEAN Conservation effort (TAT, 1998). It is an example of co-operative management by the Royal Forestry Department, Local Authority, Tourism Authority of Thailand, host community and the business private sector in community (see Chapter 7). The third destination, Mae Ta-Man destination in Chiang Mai province has been managed by the outside private sector since 1995. Hundreds of visitors visit there daily. This is because in its advertising, it offers ecotourism experiences and its location close to Chiang Mai, a major population city that regularly receives numerous visitors and is a starting off point in the northern region for ecotourism experiences. From there, Mae Ta Man is recognized as a closer ecotourism destination than others, as well as having easier accessibility (see Chapter 8).

5.4 Methods Used to Investigate Sources

According to the aims of the research set out in Section 1.3 both qualitative and quantitative methods were employed. The primary methods used were semi-structured interviews (5.4.1); focus groups (5.4.2); participatory observation (5.4.3) and questionnaire survey (5.4.4). Documentary analysis of records at the case-study locations was used, and also other documents which chart the process of tourism development in the area. Of particular interest are the problems of obtaining a true picture of conditions in a semiliterate and relatively unsophisticated society, which was one of the reasons for choosing a largely qualitative approach.

For successful implementation of the selected research methods, the initial field experience suggested that the most important step of the field survey was the first visit to the destinations. It was the opportunity to make a first personal contact with the

⁵⁴ The PATA released a policy statement entitled 'Endemic Tourism: A Profitable Industry in a Sustainable Environment' in November 1992, which provided a vision for the region. It is recognised that the cultural characteristic of communities has great value as tourism assets. To promote this concept, PATA planned and organised workshops through out the region in early 1993. Afterwards, it recognised the ecotourism projects with awards where it considered that implementation had reached a consensus of sustainable development.

leaders of local communities and key actors involved in ecotourism development in the area. They were informed about the research project and invited to co-operate. This provided the opportunity to: build up a good relationship and good understanding between the researcher and the community; investigate and obtain necessary information; recognize the local context, which would contribute to a better understanding of the destination; and establish the trust of the community which is more likely to result in true information being given. At the same time, the assessment criteria (Table 3.2) were recognised in the light of experience of the test communities with study communities and revised to accommodate the local circumstances. For example, energy saving was not applied in the communities. It was therefore excluded in the criteria. The criteria were used as a framework for data collection and analysis of the findings. This helped to focus on the investigation on the issues identified at the initial stages of the research.

It was found that dress and personal appearance of the researcher in the field did affect interviews. This means that wearing relaxed and informal clothes or ones similar to those of the locals helped to create a comfortable and friendly atmosphere, which indirectly encouraged respondents to talk and cultivated good relationships with the locals. During the interviews, the respondents were relaxed and felt free to communicate and express their opinion as they were often laughing, telling jokes as well as sharing their personal problems. This level of information obtained is likely to be true. Otherwise, the status between the researcher and the respondents would be distant. As a result, they would feel inferior to the researcher, who was a stranger to them. For example, in the first visit to the Huai Hee village, the researcher turned up dressed like any other town person; it was obvious that the local people kept some distance and did not feel free to communicate with the researcher as being afraid of saying something that would be laughed at.⁵⁵ Thus it was difficult to determine whether information obtained was true or not, which possibly led to biased conclusions and could certainly contaminate the results.

⁵⁵ The local people confessed to the researcher later (after the good relationship was developed) that this was the reason that they felt uncomfortable in communicating with the researcher at first. So they felt it was better to keep out and speak as little as possible.

The development and use of each method is discussed in detail in the following sections.

5.4.1 Semi-structured Interviews

'...The purpose of interviewing is to find out what is in and on a person's mind..., to access the perspective of the person being interviewed..., to find out from them things that we cannot directly observe'.

(Patton, 1990, p.278 in Arksey and Knight, 1999, p.32)

In order to analyse local perceptions of the current situation of ecotourism in northern Thailand and its consequences, and the implementation of the ecotourism policy and involvement of stakeholders in the ecotourism development process, the semi-structured interview was an essential method that helped to understand the original nature of the traditional society at the destinations as a base for evaluating the impacts caused by tourism development. The technique provided additional information about the topic being studied, provided shortcuts to the prior history of the situation, helped to identify other relevant sources of evidence and allowed some comparison to be made between respondents. At the same time, it permitted respondents sufficient freedom of response to reflect the wide range of sectoral and geographical views which exist. Another advantage of a semi-structured interview was its flexibility. The semi-structured interview allows the interviewer to ensure that a common understanding is achieved of the concepts used in the questions. Otherwise, the information obtained may be invalid. In some situations, the respondents were asked to propose topics as the basis for further inquiry. Morgan (1998, p.32) also indicates that the semi-structured interview generates far more data about the person being interviewed. The richness and spontaneity of information collected by the interview was higher than that which a questionnaire could hope to obtain. It is usually considered that the semi-structured interview allows the respondent to raise and to pursue relevant lines of thought which might have been excluded by a formal pre-determined questionnaire.

To achieve the aims of the research (see Section 1.3), it was necessary to determine the perspectives of the two different groups, local residents and other stakeholders in

tourism development, because they were actively involved in development of the tourism enterprise. Therefore two sets of interviews were required: the first set, comprising semi-structured open-ended questions was directed to the **host community** (local residents) in different age groups in order to find out what they think, feel and believe with regard to tourism. The interview generally lasted between one to three hours. The interviews focussed on:

- Definitions of ecotourism, the current situation of ecotourism, activities, implementation and its consequences;
- The situation of the community before and after the development of ecotourism;
- The local involvement in development of ecotourism including employment and management;
- The attitudes toward the impacts of ecotourism development on economy, society, culture and environment in the area;
- The policies pursued in the area;
- The extent to which they felt ecotourism could contribute to conservation and preservation of the area;
- The expectation for ecotourism development in the future;
- The respondents were asked to give the three best and worst consequences of tourism development in the area; and
- The respondents were asked to express their view of the possible situation of themselves, their family and the community when without tourism.

(see details of interview form in Appendix 5.1)

The second set of interviews was employed for **other stakeholders** who were involved both directly and indirectly in ecotourism development in the areas (see Table 5.1). The topics raised were similar in all sets of interviews with more emphasis on 'ecotourism policy and its implementation' because of these other stakeholders' involvement in the policy establishment and implementation in the study areas including their perspectives on organisation and operation of tourist activities, services, information and experiences obtained, expectation, and satisfaction with tourism development in the area (see Appendix 5.2 The Interview Guide for Other Stakeholders). The third set of interviews

was directed to visitors (Appendix 5.3 The Interview Guide for Visitors). The questions were similar to the visitor survey (Appendix 5.6)

Due to the sensitive nature of the data collected on tourism management and its impacts and to protect confidentiality, local residents, tour operators and some other stakeholders are not identified in these findings.

The interviews with tourists took place during their tour, after tourist activities or after dinner depending on the nature of tourist management and the circumstances in each location as discussed in each case study below. For other stakeholders, the interview took place at intervals in the field study. The main field study in each case study community was divided into several periods with a two or three weeks break between each one-month interview period. It was crucial to have a break or withdraw from the destination for a while to organise and review the information obtained. It was also an opportunity to review the data for gaps, clarity and whether anything was being overlooked during the time of working in the field. In the meantime, the interviews of other stakeholders located outside the communities, for example in the town of Mae Hong Son, Tak and Chiang Mai province (see Table 5.1 below) were conducted. As a result, some other related issues were raised and cross-checked in the field sites. The meeting for each interview was arranged in advance by telephone.⁵⁶

In terms of sample size of population, the sample of respondents would affect the information that would be collected and determine the sort of claims that can be made about the meaning of that information (Arksey and Knight, 1999, p.56). Textbooks of statistical analysis (for example Siegel, 1956) additionally discuss the probabilities that a sample value of the frequency of a characteristic of a population will represent the true value of the whole population being investigated. The size of the possible difference between the sample value and the true value for any chosen probability is expressed in terms of the standard error of the sample. Other things being equal, the size of the

⁵⁶ The researcher had lists of agencies in tourism from TAT and Tourist Business and Guides Registration Office, Northern provinces. The calls were made to each of them and asked for cooperation. Some tour operators refused to cooperate due to no time available for the interview.

possible error will be reduced by an increase in sample size. That is, the estimate of the true value, based on the sample value will be more precise and/or have a higher level of probability of being correct or less probability of being wrong. The precision of the estimate however varies not only with sample size but also with the actual frequency found. Since this frequency is not known until after the survey, the selection of an ideal sample size is not straightforward. A pilot survey may be conducted to give an indication of the frequency of the characteristic under investigation and then a reasonable sample size can be calculated (Gregory, 1963, pp.3-4). In practice sample size is often decided by experience or by the resource constraints of the project. If the results are satisfactory no more need be done; if not consideration must be given to a further sample. In the field sites, the researcher therefore continued sampling that represented different perspectives of the issues until there were no new points. As a result, the sample chosen could possibly allow the researcher to see things from all relevant perspectives related to the topic investigated so that the true picture of ecotourism development in context of northern Thailand became clear.

In the present work the sample sizes were determined by time, financial resources and cooperation of stakeholders and in the case of the tourist survey, by the amount of effort the tour operators were willing to provide. In the event it was felt that estimates could be made with an acceptable level of confidence.

These key topics were included in the discussion:

- The history of the destinations;
- The understanding of ecotourism principles in relation to the stakeholders' backgrounds;
- Respondents attitudes and responses to the current situation of ecotourism as well as trends, management practices and national policies of ecotourism;
- Respondents' role in management of tourism and its activities, destinations and tourists;
- The channels used in ecotourism marketing; and
- The plans and expectations for the future including the growth of the ecotourism market they were aiming at, the growth of their businesses and the proper plan to

respond to increases in tourist numbers and the amount of development at the sites they used on their tours.

Table 5.1 Lists of Stakeholders in Ecotourism Development Interviewed in August-October 2001, January and March 2002

Stakeholders	Position	Numbers			Specialist Or Actual involvement
		Chang Mai	Mae Hong Son	Tak	
Host Community					
Host residents	-House wives	20	27	48	Tourist services
	-Head of households	43	27	76	
	-Ecotourism Club		11	4	
Representatives of local community	-Destination headman	2	2	3	
	-Destination committees	15	11	8	
Local business entrepreneurs	-resource owner	3		30	
	-Home-stay		27	7	
	-Transport providers	4	3	3	
	-food vendors	5	3	12	
	-tour operator		1	30	
Employees in the tourist business	-Tour guide	56	34	43	Tourist services
	-Elephant mahout				
	-Raft Conductor				
	-Porter				
	-Gardener				
	-Cook				
	-House keeper				
The local authority	-Head of District	-	-	1	Community development
	-Committees	5	10	3	
Other Stakeholders					
The Royal Forestry Department	-Head of Department	1			
	-Officer	3	2		
Umphang Wildlife Sanctually	- Head of Department	1			
The Forest Industry Organisation	- Head of Department	1			
Tourism Authority of Thailand (TAT)	- Head of Ecotourism Project	1	1	1	Marketing Policy formulation
	-Staff	1	1	3	
Tourist Business and Guide Registration Office		1			Regulations
Academics	-Researcher in Tourism Field -Lecturer	8			Socio-anthropology Geography Agriculture Education Environmental management
NGO workers	-Ecotourism Project	3		2	Community development
Agencies in Tourism		23	3	8	Tour operator Travel agencies
Tourists		27	8	16	Consumers

As characteristics of the three case study areas differed both in their locations and social and cultural background, the techniques employed required some modification to suit each local circumstance. Thus, the techniques were slightly different from one case study to another (See Appendices 5.1 Interview Guide for Host Residents and 5.2 Interview Guide for Other Stakeholders). Moreover, to obtain the required information for the study, the techniques were modified during the field study in accordance with experience of what proved successful and unsuccessful (discussed in the following sections). The procedure used in the research at each destination is set out below.

5.4.1.1 Huai Hee, Mae Hong Son Province

The village of Huai Hee consists of twenty-seven Karen families. During the fieldwork, the researcher stayed overnight with each family according to a rotation system that was already arranged by the 'ecotourism club' for hosting visitors. The interviews were directed to the head of household (male), housewife and young people in order to achieve gender balance of the respondents. With a small number of families, it was possible to obtain information from both male and female adults in each family. However, according to Karen social norms, the key information obtained was influenced by the dominance of males as they are the head and representative of the family, 'breadwinner', and the one who has to make decisions both at home and in the community. As the majority of respondents were Karen, understanding the pattern of society was crucial for knowing from whom and how to obtain information required. Karen society dictates that men and women occupy different social positions both inside and outside the family. To be masculine, a man is expected to be strong, dominant, aggressive, competitive, rational, and able to be in charge, a leader. The women were expected to be characterised as 'wives' and 'mothers' where any involvement in the world outside the home would be indirect rather than direct. In a family, the husband's personal interests and endeavours to be predominant are important while the wife's interests have to be secondary. Therefore in daily life, the husband takes the role of decision-maker and dominates over most of the family. To overcome the potential of male dominant perceptions, focus groups with females of different ages were conducted to obtain their perceptions about the issues (discussed in Section 5.4.2). As a result, the information was obtained from both males and females, and from different age groups

of respondents. The interviews took place mostly in the late afternoon and during dinner because it was the most likely time that target respondents would be at home.

A major problem that occurred during the field study in Huai Hee was that most women aged over 45 do not generally speak Thai since their mother tongue is the Karen language. This represents a problem as the researcher does not speak any Karen language. However, there were a few young women who have been to high school and can communicate in Thai. Given these circumstances, the focus groups were a particularly desirable research method for use with female residents. Though the technique has problems of its own (as discussed in section 5.4.2) and may produce bias to the information obtained, it is in this case more acceptable as being the most appropriate and efficient technique in the circumstances. Otherwise, it would not be possible to obtain the views of females toward the development of tourism and its consequences. Thus their views would potentially be left out, which could influence the validity of the research. The focus groups involved bringing together three to five housewives. While communicating with them, the younger people in the village were usually asked and sometimes employed by the researcher to translate for the research. It can be argued that a transfer of information from a translator to researcher may cause fragmentation to the information. The language barrier may have affected the quality of information derived from the elderly but was not humiliating for the elderly in terms of being unable to speak Thai, as they are proud of their mother tongue. The meetings were held in any convenient place such as the house, the front yard of the house or at the shelter in the field, lasting for at least one hour and sometimes up to three hours for each group interview.

On the final day of the field study, a round-up meeting was arranged in the evening at the house of one of the community representatives so that the researcher could cross-check on resident opinion towards information obtained. There were fifty-four people in the meeting, which consisted of both males and females of different age groups. Clarification of information about improvement of tourist activities, services and facilities as well as the expectations of the local residents on tourism development were

obtained at this final meeting. This provided better understanding about tourism development processes in the area.

Interviews with the tourists themselves were carried out after the tourist activities were over (see detail in Section 6.4.2) and after dinnertime as tourists were free from activities and were interested in communicating with the researcher in order to exchange the knowledge and experiences of ecotourism in the destination. Their attitudes towards the ecotourism situation, tourist activities organization and services, expectation and trends of ecotourism development were obtained (see details of interview form in Appendix 5.3). Visitor interviews also faced a problem of communication with tourists as the researcher can communicate in Thai and English only. Therefore the views of respondents who communicated in other languages were excluded from the research, which may have slightly impacted on the quality of information obtained. However, it was not seen as a major problem because the numbers of tourists who use other languages such as Italian, French, German and Japanese and who cannot speak English is still relatively small (1 %).

5.4.1.2 Umphang, Tak Province

During the field study, the researcher stayed overnight in guesthouses and home-stays in the Karen village, Ban Palata. The interviews were with the host community, both male and female, carried out to obtain the real life context of the destination and were held during the day time, evening and in any convenient places such as the respondents' houses, and at the guides' working destinations (see details in 5.4.3). The interviews with visitors were carried out during the tour (see details in Section 7.4.2) as it was an opportunity best suited to discuss and find out their perspectives on tourist activities organisation, services, information and experiences obtained, expectation, satisfaction and tourism development in the area.

For other stakeholders in Umphang, interviews were directed to a head of the Royal Forestry Department, Umphang Wildlife Sanctuary and the Local Authority, tourism activities operators, the owners and managers of the sites, private sectors, TAT staff and the local residents, who were actively involved in the tourism development in

Umphang. Some local tour operators in Umphang postponed the arrangement for interview several times. It seems as if they were defensive and trying to avoid the interviews. A few of them refused to give information on tourism operation and benefit obtained. However, the information obtained from the majority of tour operators reflects on the implementation of ecotourism as well as the situation and trends of tourism development in northern Thailand. This helped to understand better the situation and trends of tourism development. Additionally, it assisted the researcher to find out how stakeholders were dealing with problems and impacts caused by the development of tourism in the area.

5.4.1.3 Mae Ta Man, Chiang Mai Province

The interviews were carried out with tour operators before lunchtime whereas the host residents were interviewed in late afternoon and in the evening. It was the time that target respondents were at home as they were mostly engaged in an employment at the destinations during the daytime. The researcher stayed overnight with a local family that was arranged by the village headman. A small problem that occurred during the field study was that some women were too shy to be interviewed alone. They wanted to be accompanied by a neighbour in the interviews. Therefore interviews with three to five women were employed instead of personal interviews. It was the solution best suited to make respondents feel comfortable⁵⁷ to express their attitudes and they were able to discuss with neighbours when they were in doubt. For example, when discussing the employment condition, one respondent asked others for their opinions whether they agreed or disagreed about it. These situations were likely to provide true information as the cross-checks between the interviewees happened at all times to ensure the validity of the information obtained. However, it was discovered that limitation and bias could possibly occur in a situation where some respondents were not willing to say anything different or against others, especially if the majority of respondents were agreed, which would be likely to lead to biased conclusions and could certainly contaminate the result. To validate the information, the data was supplemented and cross-checked with the data obtained from personal interviews and participant observation technique.

⁵⁷ This can be noticed as they were laughing and talking to each other in a nice and friendly atmosphere.

The visitor interviews were carried out at lunch time as it was the only opportunity to communicate with tourists. This was because of the nature of the activities on 'a day out visit' from Chiang Mai and they were engaged in tourism activities (as discussed in Chapter 8). Their perspectives towards ecotourism organisation, activities and services, experiences obtained, expectation and trend were obtained.

In all cases, before the interviews, the respondents were assured that the information would be confidential and not attributable to individuals. During the interviews in all three case study communities, the researcher faced difficulty in having interviews in private with respondents due to the extended family type. The interviews were administered in the presence of members of the immediate family, assorted cousins, aunts, uncles and groups of curious bystanders, so that the privacy was contaminated. This possibly affected the quality of information obtained. According to Bulmer and Warwick (1993, p.248), the presence of third parties can bias the data, particularly if the third person is an official or a person with some power and status. For example, the respondents might not dare to say anything that contradicts the situations discussed in front of a village headman. Because of the conflict of interest, if the respondents say anything against a village headman, they may get into trouble; for instance, they may not be supported or authorised for a loan from the community union fund. To avoid this situation, personal interviews were conducted at quite separate times and places to the focus groups, for example while respondents were working or women were cooking at home. It was possibly the appropriate technique to overcome the problem and obtain personal interviews, as the researcher could not keep out the village headman if he wanted to listen to the interview. This is because of the culture and propriety in rural communities in northern Thailand where the village headmen are always respected and they can be anywhere in the village with the reason of undertaking informal care and the safeguarding of members of the communities.

During the interviews, rough shorthand notes were made as a back up in case the tape recorder did not work; field notes were written up as soon as possible after each interview while events were still fresh in the mind. This tactic certainly helped to reflect on what was said and issues were raised related to the study, which had not been

recognised earlier. The record was also made daily, not only of the findings but also of problems of methodologies identified and applied each day (see Appendix 5.4 An Example of Field Notes). It was essential to describe or record how the research was undertaken, what kinds of problems did occur and how to deal with those problems, and what was needed to be changed daily to achieve the objectives of the study. Tape recording and notes were essential instruments which helped to record all information obtained from the interview without any objection to taping from the respondents. However, it can be argued that the respondents may not say the truth knowing that what has been said would be recorded. At the field sites, the respondents were informed and asked for permission about the tape recording and in most cases, they did not mind if their opinions were taped. A tape recorder was always placed in the pocket so that it would not be too obvious that interviewees were on tape and that helped them to relax. Every word on tape was transcribed when appropriate. This was done manually and categorized under the study issues (see Table 3.2). The highest frequency of the views was considered to be the conclusion of the finding on the issue (see Appendix 5.5 An Evidence of Transcription).

The initial field experience suggested that interviewing provided an opportunity to develop close and open relationships with respondents and their relatives. To get conversation started and create a friendly atmosphere with informants, giving sweets or candies to their children and respondents during interview or when appropriate would help as most of the time the respondents would be surrounded by their children or grand-children. Therefore the most effective tactic to approach respondents was to have first contact with their children. While the tactic of approaching children may be regarded as inappropriate in the 'west' in terms of culture and propriety, this is not the case among rural communities in northern Thailand where the children are always under the informal care and observation of members of the communities. Children were only approached in this way when they were with groups of adults.

5.4.2 Focus Group Interviews

The use of focus groups is recognized as first and foremost a method for gathering research data which help to generate a rich understanding of participants' experiences

and beliefs. According to Krueger (1988, p.18), focus groups allow for group interaction and provide greater insight into why certain opinions are held and are the way to obtain perceptions in a defined area of interest in a permissive, non threatening environment. The method relies on the strengths that are shared by all qualitative methods including exploration and discovery, understanding things in depth and in context, and interpreting why things are the way they are (Morgan, 1998, pp.11-12). In addition, the technique provides considerable flexibility in how questions are asked from group to group as the nature of responses is inherently up to the participants themselves. The analysis involves a more subjective process of listening to and making sense of what was said in the groups (Morgan, 1998, p.11-12). In contrast, Bloor et al., (2001, p.17) argues that focus groups are not a good source of data on group behavior or attitudes, since intra-group variations will be under-reported. Morgan (1998, p.32), however, demonstrates that the focus groups provide a great deal about the range of experiences and opinions in the group but not all that much about each specific personal opinion. They are unlikely to be an alternative to semi-structured interviews or questionnaire surveys. In some circumstances, alongside the strength, there were weaknesses. Even though the technique may have an advantage over other qualitative methods in terms of the speed of data collection, and while it produced large amounts of concentrated data in a short period of time and at a low cost, it did not provide the real picture of life that comes from participant observation (Morgan, 1998, pp. 32, 46). The technique may complement other methods in a multi-methods design, but cannot validate findings from other methods. Therefore, it must be backed up, cross-checked and validated by other methods of 'triangulation' such as semi-structured interviews, questionnaire surveys, observations and ethnography (Morgan, 1998 and Krueger and King, 1998).

In comparison to the semi-structured interview, although the technique did not generate data about each person's opinions towards discussed issues, it was appropriate and more efficient for data collection according to the circumstances in the field when faced with a language barrier. Focus groups were undertaken with host residents in all three study communities to explore residents' perceptions of the current situation of ecotourism development and its consequences in the area. It was the technique where the researcher

obtained in-depth knowledge by listening as the participants shared and compared their experiences, feelings and opinions, and understood diversity and the outcomes of tourism development. These helped to interpret the ideas and issues presented, and to cross-check on residents' perceptions with the data collected from the other techniques to secure validation of the research. Focus groups were a particularly efficient and effective tool for obtaining required information for the study as they helped to overcome the problems associated with the language barrier where personal interviews would not work (discussed in Section 5.4.1).

The technique involved bringing together small groups of community respondents, with three to five or twelve to fifteen people taking part in each group depending on arrangements with the respondents and the condition of the case study communities as discussed below. It is essential to use different compositions for the groups in order to obtain the views of respondents of different age groups and both males and females. This is to ensure that the different groups when taken together cover the complete range of the study population. For example in Huai Hee destination the technique was applied with female residents where a translator was used because of problems of communication as mentioned in 5.4.1.1. Four focus groups were conducted in Umphang. These consisted of groups of tour guides, males, females and a mixed group of females and males. The three focus groups in Mae Ta Man also consisted of a male group, a female group and a mixed group of females and males. The exploration of different perceptions between men and women was considered to help to balance the opinion and information obtained that may have been influenced by the dominance of one sex in the society (discussed in 5.4.1). To take account of such social structure, the research was carried out with the intention to cross-check information obtained among male and female respondents towards tourism development, as both are involved in the development in terms of services and labour force. The meetings were arranged through either village headmen or resort managers, and were held in the headman's house, the assembly hall of the destination or at any convenient place such as at the respondents'

resorts or guesthouses. They lasted for between one to four hours for each group interview. Tape recording helped to record all information obtained.⁵⁸

The field experience suggests that the focus groups technique helped to generate a rich understanding of participants' experiences and beliefs as it creates a conversation among the participants around the discussed topic, which never happened in the communities. That is to say it was the first time that the local residents were gathering and discussing tourism and its consequences in the area. The technique helped to pursue interpretative questions about 'how' and 'why' tourism has been introduced and 'what' was the current situation of the development and its consequences, which made it possible to identify problems and understand the background of the current situation.

After the first and second focus groups at Huai Hee, it appeared that the focus groups would not work for sensitive topics in that participants would not talk about private matters such as relationship between husband and wife in front of others. It was also dependent on common sense conceptions of what participants are willing to discuss in group settings. In contrast, Bloor et al., (2001, p.16) argues that although focus groups are fluid and not directly controlled, they may be deemed to be the chosen method in researching certain sensitive topics as participants may feel more relaxed, less inhibited, empowered and supported in the co-presence of friends, colleagues or those who are in a similar situation to themselves. Further, Millward (1995, p.277) indicates that participants will become more aware of their own perspective when confronted with active disagreement and be prompted to analyse their views more intensively than during the semi-structured interview. The experiences of conducting the present investigation tends to support these views of both Bloor et al and Millward as in Mae Ta Man and Huai Hee, women appeared more relaxed and willing to talk and express their views when they were accompanied by friends or neighbours. This could be recognised from their interaction as they were laughing and telling jokes to each other. It also appeared that in some situations when confronted with active disagreement, they

⁵⁸ There was no objection to taping from the respondents as they were informed and their permission asked for the tape recording. During the discussion, in most cases, the participants seemed to relax as they were often laughing and making fun of each other.

seemed to be more aware of their own perspective and tended to be silent. This is probably the way to avoid conflicts that may possibly occur in the communities. According to Krueger and King (1998, p.54), the bias can occur when certain individuals are excluded from the focus group. Consequently it may cause biased results as these individuals may hold points of view that are substantially different from others.

It was found that the successful procedure of how to handle the focus group exercises required confidence and experience as issues discussed were supposed to be about brainstorming and not be controlled by a single person. It may lead to biased results if the researcher is too controlling or limiting the issues of debate. Therefore it is crucial that the situation must be flexibly mobilised; neither too little nor too much control since, as Morgan (1998) suggests, less control over the groups will lead to wide-ranging hit or miss interviews, which proved to be true in practice in the field sites. As happened in the field, in order to avoid incomplete conclusions, the researcher strictly played a role of monitor to facilitate public participation in the discussions in order to avoid misleading information in focus groups. This was done by letting the participants say what they meant and asking others who tended to be quiet the same questions. It was the way to keep participants focussed on the discussed issues. Furthermore, the size of focus groups also plays an important role since if groups are too large, they will be difficult to moderate and the participants may not have time to express their views and opinions. It has been reported that for successful focus groups, the size should be between three and fourteen participants (Pugsley, 1996; Thomas, 1999). On the other hand, Green and Hart (1999) suggest that a discussion in groups that are large in numbers in which participants want to join in enthusiastically can turn into chaos as individuals do not have much time to air their views.

The experiences obtained from the field suggest that the focus groups are the technique best suited to circumstances where semi-structured interviews were not possible in the field (as discussed in Section 5.4.1). The weakness of the technique was the problem of timing which could be either length of time and/or respondents did not always turn up on time so the schedule slipped as happened in the field sites when a few respondents turned up almost thirty minutes late because of personal problems. It is an important

consideration as times were set for each focus group, but it was a struggle as either some respondents say nothing or others talk too much. To deal with this problem, further questions were directed to ones who say nothing in order to provide a chance and push them to speak up and express their views. The same problems occurred with interviews which could become prolonged due to distractions such as the interview running late and not able to be started promptly and interruptions from unexpected visitors or telephone calls from friends to be answered. To deal with the circumstances, the researcher had to be flexible, patient, prepared for any circumstances and allow time to be prolonged. Thus the focus groups took place with only one group a day.

In the field sites, other situations of which it is necessary to be aware were when couples were involved jointly in focus groups, especially in subjects concerning sensitive issues such as family relationships, finance, poverty and unemployment. It happened in the focus groups at Mae Ta Man that the couples taking part in a joint interview ended up arguing in front of the researcher, in tears and generally in a distressed state. This is likely because of different status between male and female in the society. They perceived issues differently because of different social positions both inside and outside the family, the cultural responsibilities among them are completely separated. For example, when discussing the family financial issues, a wife could talk openly about problems while the male appeared likely not to perceive any problem or perhaps did not want people outside the family to know about their economic situation. Consequently, the problems between couples occurred when a wife disagreed with her husband in front of the researcher. This is because he was humiliated by his wife. It was completely inappropriate as they interrupted the discussion in the focus group and it caused trouble to the couple. As a result, the solution adopted was to arrange a re-appointment for the interview for some things are better said in private so that it would not cause any conflicts within a couple's relationship. Therefore the focus groups taken at a later stage always excluded couples. The respondents would be either a husband or wife, but not both.

5.4.3 Participant Observation

To cross-check and supplement the outcomes of tourism in relation to people in the study communities that were obtained from other techniques, practical observation and participating in day-to-day life was considered necessary. Participant observation allows the researcher to become an 'insider', becoming immersed in the respondents' world with an attempt to understand all the levels of personal involvement that this entails. It provides opportunity to 'discover respondents' socially constructed reality and to penetrate the frames of meaning within which they conduct their activities (Blaikie, 2000, p.242). Observations were undertaken during July 2001 to January 2002 with the help of still photography.

The participant observation was undertaken at all times to see what was going on during the day and night. The technique was employed during the interviews at respondents' houses in the late afternoons and evenings, focus groups and during working hours where the researcher joined daily life activities with the host families such as working in the fields, trekking to forests to collect food, gatherings in the evenings and many other related activities.

The observations were carried out with the use of criteria established particularly to assess the current situation of tourism development at the case study communities (Section 3.2.2). The key issues included: tourist activities and management; existing infrastructure; contributions and consequences of tourism; and the involvement of local community in tourism enterprise. This helped to keep the researcher focused on the study issues. However, the complication of the assessment criteria arises from attempting to deal with the social indicators used to assess and determine the different but related concepts of 'quality of life', 'standard of living' and 'satisfaction of local respondents'. It can be argued that the improvement to quality of life and changes to culture require value judgments, which depend on individual perceptions. Therefore, at the case study communities, the respondents were asked to provide their perception and opinion towards the terms of quality of life, standard of living and satisfaction. In addition to participant observation, the semi-structured interview and focus groups

techniques were crucial to determine how the respondents perceive these terms, as it may be different from one to another.

The results show that in the case-study communities in general, development in the last two decades has resulted in an increasing sense of competitiveness. The success or failure of development in a community is judged by its possessions as well as by the social status in terms of wealth and quality of life. Farmer's wants have changed from having simply requirements of basic needs for the living to having more household material possessions. They have to have cash to send the children to school, to buy a radio, a motorcycle and fertilizers. Electrification of the village is inevitably followed by the purchase of television and refrigerators. These possessions can be used as evidence for the economic situation and was considered by the residents to represent better quality of life although in the west this would be considered to be a measure of standard of living.

'People's enjoyment and satisfaction' have come to depend on material possessions usually expressed as standard of living. Since tourism took place and people have more income to spend on what they want, the **satisfaction** changes gradually towards their possessions and away from group activities and festivals that brought the community together. Their lives and satisfactions no longer depend on what is happening in the field (as before development of tourism) and they are not able to produce all their needs from their own labour by working in the field. These aspects affect the overall quality of life. As a result, in this research, **quality of life** was identified by a combination of the condition of the houses and their possessions, and also the relationship between the family members and level of children's education. The local residents perceived that tourism in the community helped to keep the family together. Otherwise some family members would have to migrate for employment elsewhere. In this regard, it is also considered to be part of a better quality of life. It is essential to observe and cross-check the meaning of 'better quality of life' according to respondents' perception in order to justify whether it is the consequence of the tourism development. In terms of the economic situation, this was not possible to justify from the regional statistics due to the lack of information on the tourism impact on economy. The statistics provided did not

identify tourism income separately. Therefore, the justification of 'economic situation' was based on observation of factors related to 'better quality of life' of the locals such as the condition of the house and its possession. In this situation the field study techniques of observation and interview were the most effective techniques for obtaining this type of information. Otherwise it would not be possible to measure and assess the quality of life of the locals.

Additionally, the researcher took part in tourist activities in the three case study destinations. Due to differences in the tourism context of destinations, the participation in the activities differed: taking a day trip in Mae Ta Man; two days trip in Huai Hee; and a five day package tour in Umphang. These were conducted in August 2001 first as a tourist and second in December 2001, as an identified tourism researcher (using the same tour operator and the same guide in each destination). This was done in order to experience the real life context of management and operation of tourist activities such as river rafting, trekking, elephant riding and camping in the jungle and to test whether the tour operators would modify their activities in the presence of a tourism researcher. In the event, it was not different as the services, activities and management were always conducted with attempts to keep a high standard of the tour. The aim of this activity was also to experience the tour both in the rainy season or low season in August and the high season in December in order to compare the management of tourists and activities and to obtain information concerning the current situation of ecotourism, the nature of tourist activities provided and the impacts and consequences of ecotourism in the area. It provided the best opportunity to see the real life context of how tourist activities were organised and how they might contribute to the sustainability of the destination. In the meantime, it provided the researcher opportunities to: meet the visitors and interview them as mentioned in section 5.4.1; interview tour guides and porters; and record the evidence of management of tourists and activities and their impacts by using camera.

Data collected were taken both in accordance with the research criteria but also as whatever came as it helped to build up an in depth picture of a particular context of ecotourism development and its consequences for the setting.

5.4.4 Questionnaire Survey

The purposes of the questionnaire surveys were to establish the tourists' perceptions of their experiences and obtain information about the nature of tourist activities provided, the impacts and consequences of ecotourism development in the destination and the attitudes of tourists towards tourism development in the area. It was essential that the tourists' points of view be investigated, as they are tourism consumers and, as discussed in section 3.2, their attitudes and demands upon tourism influence tourism management at the destinations. Data obtained helped to supplement data from other sources to ensure validation of the research. It was used to evaluate the social and cultural impacts in relation to the host destinations by using attitude scales to find out systematically what people think, feel and believe with regard to tourism, tourist activities and their operation. The questionnaire was anonymous and produced numerical values in the sense that they are statistical descriptions of everyday phenomena. The main limitation of this technique was that the respondents were required to answer specific questions, which may not have identified their concerns. Therefore the questionnaire was designed and conducted based on the interviews during the first visit to the destinations to make sure that overall respondents concerns were covered as far as possible. Further, 'open ended' questions were applied to allow respondents to express their opinions freely towards the issues. The analysis of the statistical data was supplemented by the information obtained from interview and observation techniques to secure the validation of the research. However, it can be argued that the techniques of semi-structured interview, focus group, and questionnaire survey possibly share common weaknesses as they rely on information from respondents. What respondents say depends on their own power of recall and on their honesty, and respondents may exaggerate levels of participation, which are affected by the desire to be helpful and friendly towards the researcher. These situations may lead to some distortion of the information. Therefore, it is crucial to keep cross-checking obtained information with the information obtained from participant observation technique to see whether they are in accord to each other or not.

The major advantage of the questionnaire survey is that it is the best suited to gathering information in situations in the absence of the researcher (as discussed in Sections

5.4.4.1 and 5.4.4.2), and provides information quickly and at a low cost. On the other hand, the researcher had no contact with the correspondents. Without any form of personal disclosure or emotional involvement by the researcher, it was assumed that the objectives were achieved. The questionnaires were prepared in both Thai and English (Appendix 5.6). A pilot study was carried out at Mae Sa village, Mae Rim district in Chiang Mai province with twenty respondents. It was chosen for the pilot study area because of its location close to Chiang Mai province (17 km) and because it is a major starting and returning point for tourists; and the characteristics of respondents, the village and its setting as a tourist destination were similar to the target respondents of the research so that any weaknesses of the questions employed could be recognized. As a result, new topics were introduced to cover the missing related issues identified from open questions, such as opinions towards tourism management and its consequences. The respondents were not able to identify the issues. Therefore some questions were modified, for example, from 'what do you think about tourism development in the area?' to 'what are the 3 best things you have experienced during your visit to the destination?', and 'what are the 3 worst things you have experienced during your visit to the destination?' Further, the wording of reasons for visiting the destination was modified from 'word of mouth' to 'many people talking about it'. This is to avoid jargon and make sure that the respondents would understand the questions. The questionnaire comprised six sections (see Appendix 5.6 Visitors Survey):

- 1) Motives for the visit;
- 2) Questions related to holiday types, accommodation and activities undertaken;
- 3) Questions referring to the relationship with the local population and the social and cultural activities of the destination;
- 4) Degree of satisfaction obtained from the experiences and prospects of returning;
- 5) Questions related to opinions towards tourism development; and
- 6) Personal profiles.

According to differences of the local context of studied communities (Chapters 6-8), questions related to types of accommodation, tourist activities and duration of stay in the destination employed in the case study sites were modified according to the nature of tourist activities and ecotourism management and organization in the areas.

To assist analysis of questionnaires, answers to these questions were assessed on a Likert type scale (five point or three point scales), indicating positive or negative response. In addition, open-ended questions were also employed to allow for response to unrecognized issues. The 'tourist' sample frame consisted of all individuals of both sexes and over eighteen years old. Due to time constraints and uncertain tourist arrival schedules, it was not possible for the researcher to be at the field sites at all times awaiting tourists arrivals. Thus the tourist survey was conducted by tour operators and respondents were sampled by the random encounter sampling method employed locally and discussed detailed below.

5.4.4.1 Huai Hee, Mae Hong Son Province

One hundred questionnaires were handed to a tour operator and tour guides in the town of Mae Hong Son, the main starting and returning point for visit to Huai Hee. The Jor Kor Ecotrek tour operator was the only company that organized tours to Huai Hee. It was established by a group of NGO workers working in the field of rural community development using ecotourism as a means to achieve the conservation of society, culture and environment in the destination. Besides marketing ecotourism products, the company supports and facilitates the community in terms of community administration, site management, and ecotourism activities (see details in Chapter 6). Thirty-seven questionnaires were returned, which was the total number of visitors who visited the destination during August 2001-January 2002. The respondents were asked to fill in questionnaires if they wished and in the event they all were willing to cooperate. This may be because of the clear explanation of the purpose of the survey that appeared in the front page of the questionnaire. Though it can be argued that there was a chance that questionnaires might not be filled in by tourists, in this circumstance, each questionnaire had the name and address of the respondent that was signed with their own free will. Therefore with this evidence, it is assumed that the information obtained was from target respondents.

5.4.4.2 Umphang, Tak Province

Five hundreds questionnaire forms⁵⁹ were handed to tour operators in *Umphang*, for them to hand out to tourists after tourist activities had been undertaken. However, after the trekking some tourists were exhausted and were not willing to cooperate. Among thirty-two tour operators in Umphang, ten companies were willing to cooperate (Appendix 5.7). They are those most recognized in business in terms as the best in site management, tourist management and services and receiving greater numbers of customers. They seem to be the most knowledgeable in tourism development in the area and hope to benefit from the outcome of the research. One hundred and ninety-three questionnaires were returned.

5.4.4.3 Mae Ta Man, Chiang Mai Province

600 hundred questionnaires were handed to tour operators at the three 'elephant camps' in the area (200 questionnaires for each place). The questionnaire survey was carried out during lunchtime. This was because tourists were all the time engaged with activities in the destination. Only 100 questionnaires were returned (50 per cent of the total of 200 tourists arriving daily). This was because most respondents did not communicate in English as they were French, Italian, Spanish, Chinese, Japanese. Therefore the questionnaires were employed only to tourists who could communicate in English. Further, many of those who communicated in English refused to cooperate as they did not have time. In this case, 27 visitors' interviews were conducted and assumed to compensate for the number of responses to questionnaire surveys.

5.5 The Limitations of the Empirical Work

Due to the local context of culture, society, political structure and setting of each destination, a number of issues which constrained the empirical work have been identified from the field experiences as follows.

⁵⁹ This number was chosen after discussion with tour operators about the possible number of tourists' arrival during August 2001 to January 2002. According to the engagement of tourists in tourist activities and their condition after the trekking and estimated total numbers of tourist arrival at the destination, two hundred questionnaires were estimated to be achieved and it was a proportion of total five hundred tourists.

5.5.1 The Cultural Barrier

The cultural barrier between the researcher and respondents, who were an indigenous group of Karen people, was perceived as significant at Huai Hee. Although trust was developed with a considerable number of indigenous people, some people were still alarmed by the ethnic status of the researcher and did not talk freely. They confessed to the researcher of being suspicious that the researcher might be a spy collecting information for the Royal Forestry Department who attempts to relocate the community because their way of life is seen as the cause of deforestation in the area. Local tour operators in Umphang appeared to be more defensive than those in Huai Hee and Mae Ta Man. Some of them refused or avoided contact by postponing the arrangement of interviews several times. Female respondents in general were too shy and felt uncomfortable to be interviewed alone. They wanted to be accompanied by a neighbour in the interview. Moreover, the researcher faced difficulty in having interviews in private with respondents due to extended family type that may affected the quality of information obtained. The distinction between male and female also played a significant role in discussion on private matters as discussed in Section 5.4.2.

5.5.2 The Language Barrier

The language barrier is another issue, which might constrain the empirical work. It existed between the researcher and the indigenous Karen elderly at Huai Hee. Aged over 45 and mostly female, they do not generally speak Thai, whereas the researcher does not speak any of Karen language. While communicating with them, the younger people in the destination were usually asked and sometimes employed by the researcher to translate for the research. The language barrier affected the quality of information derived from the elderly. Further, visitor interviews faced problems of communication with tourists as the researcher can communicate in Thai and English only. Questionnaire surveys were also applied to tourists who could communicate in English and Thai only. Therefore the views of respondents who communicated in other languages were excluded from the research, which may slightly impact on the quality of information obtained.

5.5.3 The Implication of Methodology

Because of the cultural barrier and the language barrier, the in depth- interview did not work very well. Instead, the focus group technique was applied using a translator, as it was the only way to be able to communicate with respondents. Using a translator may produce bias and affect the clarity of the information obtained (as discussed in Section 5.4.2).

Moreover, the complication of the assessment criteria arises from attempting to deal with the social indicators used to assess and determine the different but related concepts of 'quality of life', 'standard of living' and 'satisfaction of individual'. In addition to participant observation, the semi-structured interview and focus group techniques were the most effective techniques for obtaining this type of information. Otherwise it would not be possible to measure and assess the quality of life of the locals.

5.6 Summary

A major strength of case study data collection is the opportunity to use many different sources of evidence such as documents and records, participant observation, in-depth interview and focus groups but converging on the same set of facts or findings. The use of multi-methods should reduce the effect of the peculiar biases of each one. The multi-methods strategy is simple but powerful to mitigate a research problem where methods have non over-lapping weaknesses in addition to their complementary strengths (Brewer and Hunter, 1989). On account of the advantages and disadvantages of methods discussed above, in this study, the multi method approaches is based on the fact that different methods have different strengths and weaknesses so that in contribution the weaknesses are cancelled out thus providing a powerful approach to overcoming the weaknesses of individual method. This principle was extremely important for conducting this research. It helped to deal with the problem of constructing validity and reliability, and providing a basis for a more understanding of the situation being investigated.

In order to be able to discuss the current situation of tourism in northern Thailand, the following three chapters describe the physical, social and economic characteristics of

the destinations of Huai Hee, Umphang and Mae Ta-Man, as well as the growth of tourism, its characteristics, tourism management and its impacts including the findings of other related issues. The intention is to set a profile of northern Thailand to give a better understanding of the region and its tourists. The discussion upon the outcome will be made in Chapter 9.

Part Three

Case Studies

**Chapter Six Case Study of Huai Hee Destination,
Mae Hong Son Province**

**Chapter Seven Case Study of Umphang Destination,
Tak Province**

**Chapter Eight Case Study of Mae Ta Man,
Chiang Mai Province**

CHAPTER SIX

Case Study of Huai Hee Destination, Mae Hong Son Province

6.1 Introduction

To provide a better understanding of Huai Hee as a destination, the first part of this chapter sets out the background of the village, including its physical and demographic characteristics. The main part of the chapter presents a discussion of the findings, which are based upon the fieldwork undertaken in Huai Hee during the period 2000 to 2002. The chapter also presents the tourism impacts and a preliminary perspective of tourists views on tourism development in the area.

6.2 Physical Characteristics and Background of the Case Study

As discussed in Chapter 4 (Section. 4.5.1), the northern region of Thailand is semi-tropical rainforest where Huai Hee is located. Mae Hong Son province covers an area of approximately 13,184 km², and is the seventh largest administrative area of the country, but with only 240,000 inhabitants (see Appendix 6.1 Population in Mae Hong Son Province), has also the smallest population in the northern Region. The province is divided into seven districts: Muang, Mae Sa Rieng, Mae La Noi, Pai, Khun Yuam, Sop Moei and Pang Ma Pa. About 69 per cent of total land area of the province is covered by tropical rain forest (Chiang Mai University, 1999) and most cultivated land is located in the basin.

Mae Hong Son province is located approximately 900 km from Bangkok and can be reached either by Highway No. 108 via Mae Sa Rieng, or by Highway No. 1095 via Pai (see Figure 6.1). The potential for tourism is based on the natural resource areas and the diversity of population 'hill tribe cultures' such as Lawa and Karen (see details in Table 4.4 Composition of Ethnic Groups in Northern Thailand). In recent years, Mae Hong Son has become one of the main visitor destinations in northern Thailand, and is based primarily on the living culture of the Long Neck Karen because they live only in the

Mae Hong Son area (TAT, 2001).⁶⁰ Further, as Mae Hong Son is a borderland to Burma, there has been a great influence on the local tradition and architecture. The Burmese-style temple and Poi Sang Long event are also the main attractions in the area. In addition to the unique characteristic of natural resources of mountain peaks, caves, hot springs and wild sunflower field, alternative activities such as elephant riding and bamboo rafting have been created to support tourism in Mae Hong Son.

⁶⁰ Due to the popularity of the hill tribes and increased interest among both national and international visitors, students, researchers and academic, a cultural centre and the Tribal Development and Assistance Centre were established to provide information about the hill tribes.

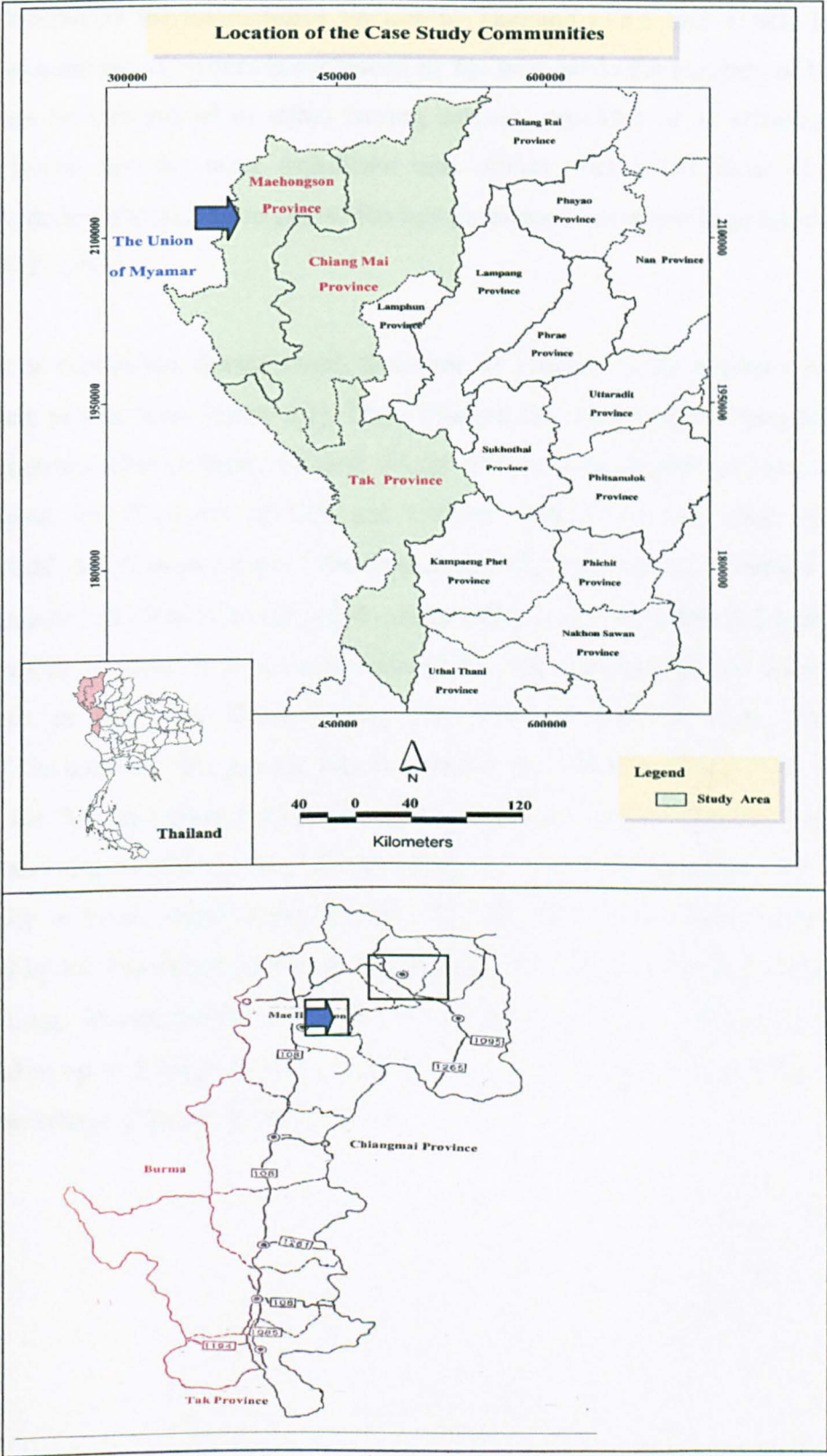
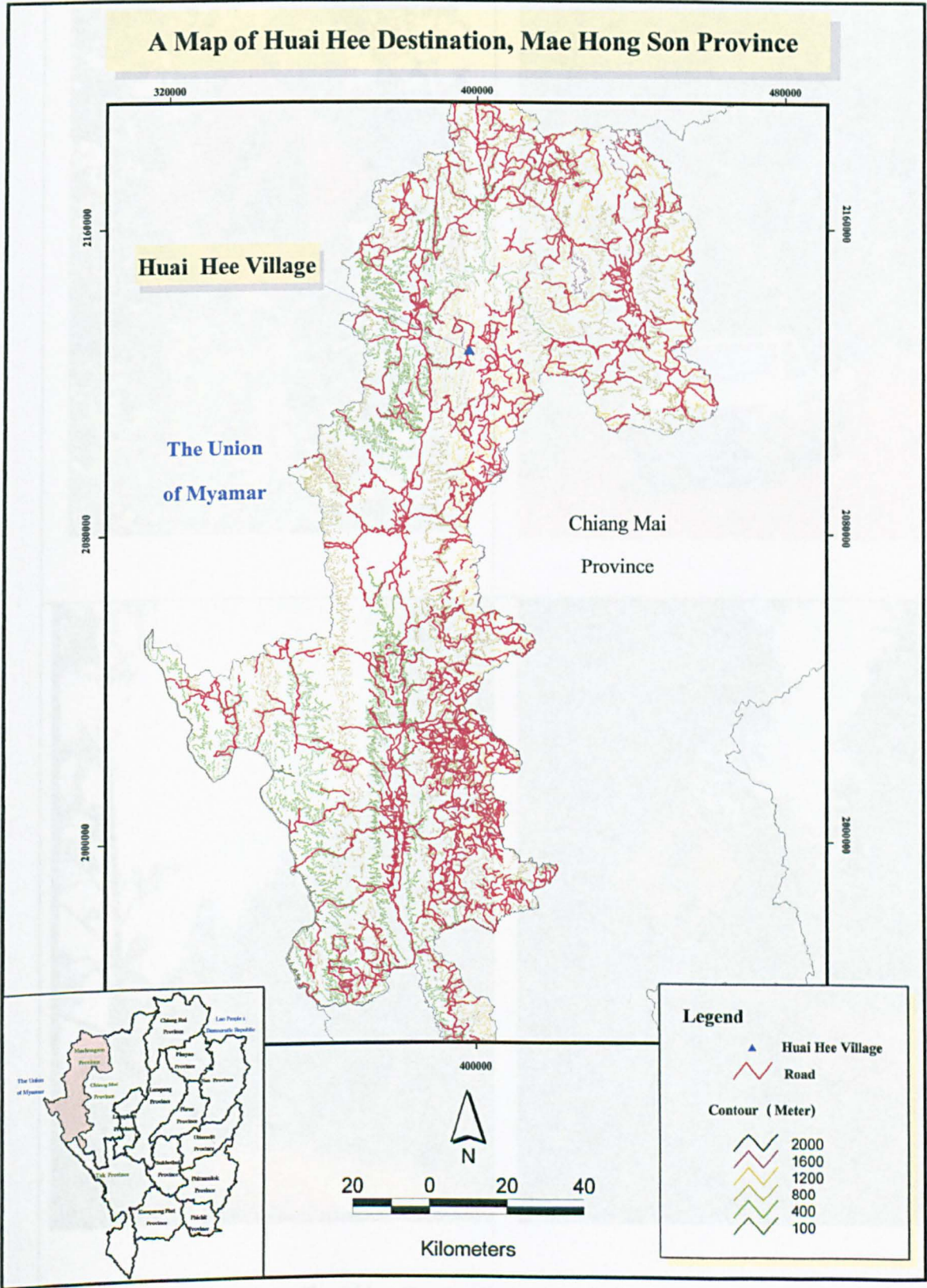


Figure 6.1 Location of Mae Hong Son Province and Locations of 14 Villages Involved in Ecotourism Projects

Tourism in Mae Hong Son increased steadily during the period 1990-1999 and is a major destination for international visitors to Thailand (TAT and TDRI, 1999). The growth in numbers of visitors is evidenced by the increase in the numbers of bed spaces, which can be categorised as either having catering provided or as self-catering. Full service hotels are the most significant and widely recognised form of overnight accommodation and also form one of the key elements of most package holidays (TAT, 1997; TAT, 1999).

In terms of ecotourism development, there are 14 villages in the province involved in ecotourism projects (see Figure 6.1). These villages are situated in the Pang Ma Pha and Muang districts. One of these, a Karen village of Huai Hee (Figure 6.2) was chosen by the 'Project for Recovery of Life and Culture' (PRLC) as the pilot location for 'ecotourism' development since 1996 (details are discussed in 6.4, Tourism Context). Ecotourism at Huai Hee is recognised by many other Community Based Tourism (CBT) proponents in Thailand as a successful model for other communities to follow such as ecotourism at Ban Mae Klang Luang, Doi Inthanon National Park, Chiang Mai province. In addition, the project was nominated as a finalist for the 'TO DO! 2000 Contest for Socially Responsible Tourism', organised by the German organisation Studienkreis Fur Tourismus und Entwicklung. It was also proposed as a 'model community in forest conservation through CBT activities in the Green Earth Contest', organised by the Petroleum Authority of Thailand. The village is situated in the Tambon Huai Pu Ling, Muang district, which is about 26 km from the town centre of Mae Hong Son. It takes up to 2 hours to drive the 26 km. on a dirt, rough and winding mountain road to the village (Figures 6.3-6.4).



Figures 6.2 Location of Huai Hee Village, in Mae Hong Son Province



Fig. 6.3 Access to Huai Hee Destination (Photographs by B. Sitikarn and K. Godfrey)

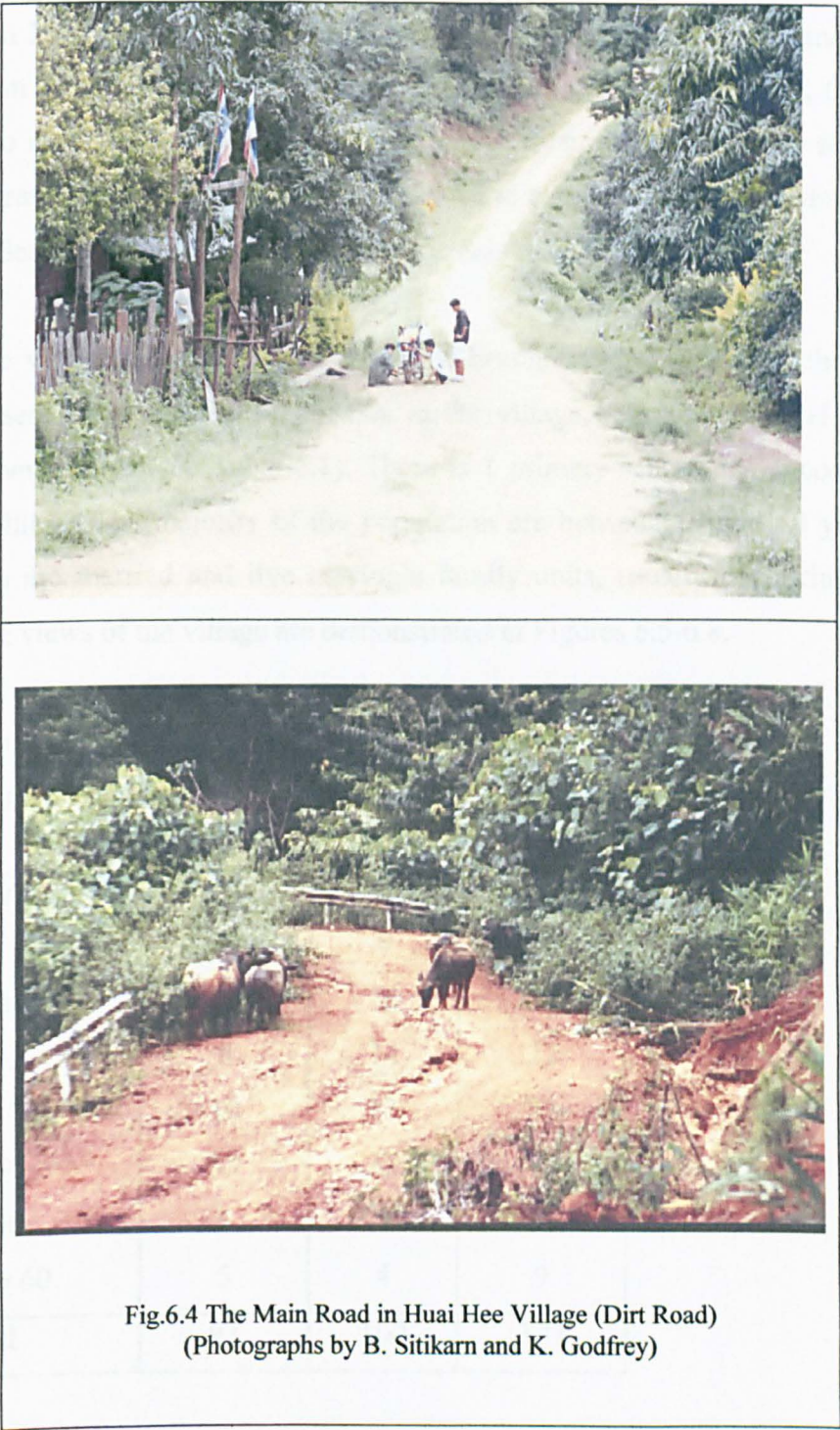


Fig.6.4 The Main Road in Huai Hee Village (Dirt Road)
(Photographs by B. Sitikarn and K. Godfrey)

6.3 Socio-Demographic Characteristics

The people in Huai Hee belong to the Karen ethnic group. They are originally from Burma or from further north, possibly from Tibet. During the 18th Century, the Karen first started to move eastwards into Thailand. Since then, there have been successive waves of migration throughout the later 18th, 19th and early 20th centuries (More details are given in Section 4.5.2.1, Status of Local Residents).

Originally the villagers were Animist but have become Christian during the last 35 years. At present there are 197 inhabitants in the village, represented as 31 families living in 28 households (see Table 6.1). There is 1 primary school and 1 cooperative shop in the village. The majority of the population are between 19 and 50 years old. Most of them are married and live as single family units, usually consisting of 3-4 persons. Some views of the village are demonstrated in Figures 6.5-6.8.

Table 6.1 Population of Huai Hee Village in 1998, Classified by Age and Sex

Age Range	Population		
	Male	Female	Total
New born-1	3	2	5
2-5	7	9	16
6-12	21	16	37
13-15	8	14	22
16-18	10	13	23
19-50	39	35	74
51-60	4	7	11
Over 60	5	4	9
Total	97	100	197

Source: Minimum Basic Needs Survey, The Community Development Department, Ministry of the Interior, 1998.

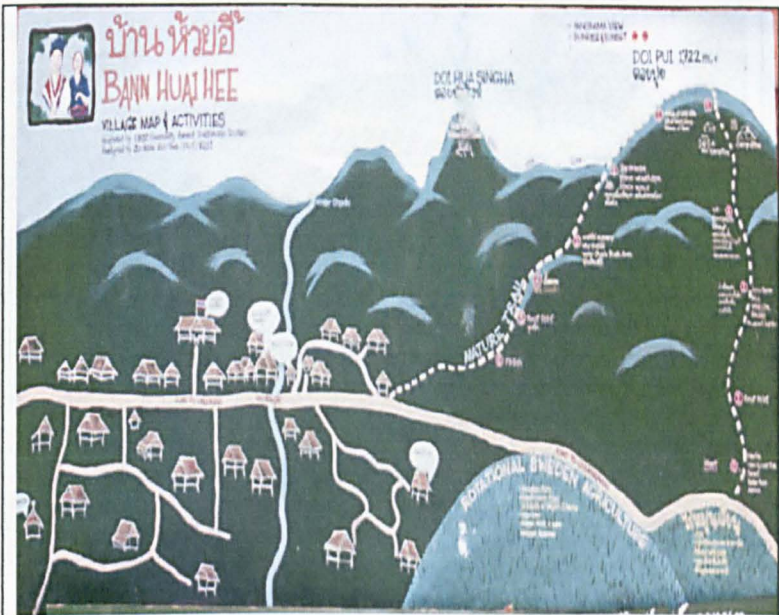


Fig. 6.5 Map of Huai Hee Village, developed by villagers and under facilitation of NGOs (Photograph by B. Sitikarn)



Fig 6.6 The Villagers and Their Life Style
'The Karen' (Photograph by B. Sitikarn)

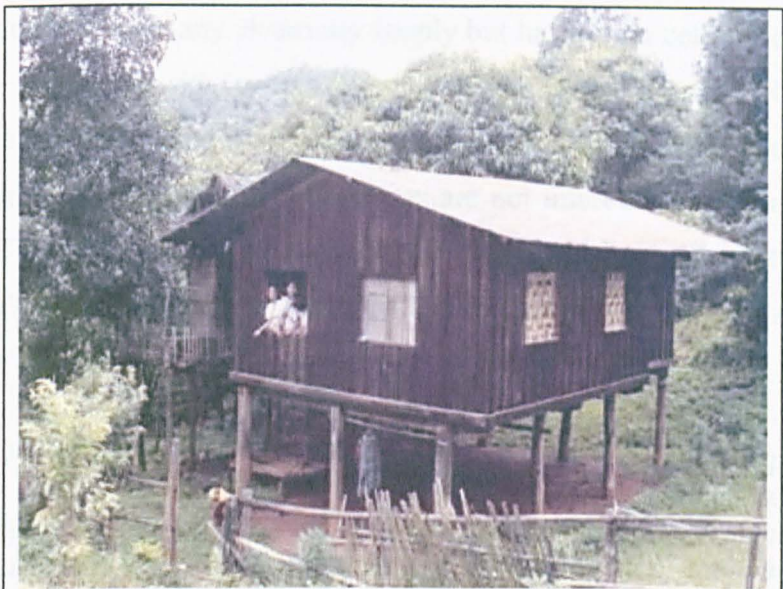


Fig. 6.7 The House ‘Home-stay’ at Huai Hee
(Photograph by B. Sitikarn)



Fig.6.8 The Village of Huai Hee
(Photograph by B. Sitikarn)

The village does not have any electricity supply but has a solar cell station that provides every village household with its own battery⁶¹. There is also a public telephone located at TAO office. Further, there are 8 TV sets that get their power from a solar cell station. Personal interviews suggest that the villagers are not interested in having electricity in the village. They perceived that lack of electricity could be another attraction for the destination. This has been evident by the villagers' interviews as in the following.

'...No! we do not need electricity in the village. This is the way we have been living for generations. We want that...visitors should experience living like us, having simple way of life and close to the nature...to experience something different from what they get used to. Instead we do need a better condition of road. It is the top priority of the community development lists. With the better road, in addition to the possible access between the village and town all year round, there will be more visitors to our village...'

(The general views of villagers at Huai Hee Destination, 2001)

Indeed to some in the village, electricity is perceived as a factor that may cause some changes in the way of life of the villagers. For example, if most households have televisions, the social interaction and co-operation between the villagers would be decreased, as the villagers would rather stay home to watch TV than attend the village meeting. However, some young people in particular, wish to have TV and migrate to work elsewhere to earn income to purchase a TV set (see Section 6.5.2 below).

There is no restaurant in the village. For visitors, food is provided by the host family. However, there are three convenience shops and one cooperative shop that sells refreshments and household items. In terms of transportation, there is no public transport in the area, and individuals rely on motorcycles, which are affordable and most suitable to the road condition⁶². The village is effectively cut off from the outside

⁶¹ Each household has to buy its own battery which costs approximately 1,200 Baht (£20) and pay for the charging. It costs 5 Baht for each battery charging. The money goes to the solar cell station maintenance fund.

⁶² The improvement of infrastructure in the village has nothing to do with development of tourism as it has been part of the National Economic and Social Development Plans since before tourism took place.

world in the rainy season due to the road condition (see Figures 6.3 and 6.4): it is not possible to travel by any vehicle but only on foot.

In terms of education, the average level of education provided is a primary school level for children and youth (see details in Section 4.5.2 Demographic Characteristic and Related Issues) whereas most parents do not have a formal education. A typical response from personal interviews suggests that the parents wish for their children to be able to read and write but do not want them to migrate to cities for either further higher education or employment. Therefore they hope that development of ecotourism can provide jobs and income to young people in addition to the conservation of natural resources.

Huai Hee's economy has traditionally been based on agriculture. Villagers have for the most part been self-sufficient. In recent years, the development of ecotourism has gradually been recognized, villagers are becoming more involved in tourism as accommodation providers in the form of home-stay.⁶³ Tourism development has also brought new jobs and employment to the village such as tour guides and cooks. In comparison with the income obtained from traditional subsistence that provided people daily basic needs, tourism provides opportunity to earn hard currency. During the low season (March to September), some young men from the village are employed in the town of Mae Hong Son as labourers for house construction companies and in the restaurants.

6.4 Tourism Context

In recent years, in Thailand, 'decentralisation' has occurred, giving more local control over their community and natural resources and development to the local community. Local resource management has been politicised as to whether it can be a contribution to conservation and development or not. The issue has taken on wider political

⁶³ Home stay in Huai Hee, Mae Hong Son province refers to the accommodation offered to visitors by villagers that includes bed and local meals. One house or one family can accommodate two visitors daily. In addition to being a host family, one of the household members is responsible as a local tour guide for the visitors. This is arranged by the ecotourism club's committees.

significance and differences have emerged between local interests. Thus, community resource management has become an important issue for development work of NGOs. This is because of the local context and its implications for local environmental and resource management.

The Project for Recovery of Life and Culture (PRLC)⁶⁴ is an NGO organised under the North-Net foundation which is a network for rural community development organisations based in the five upper provinces of northern Thailand.⁶⁵ The main purpose of the North-Net foundation is to strengthen and support the development of rural local communities. The general framework for all of the organisations connected to the North-Net is to support local capabilities through mutual co-operation and joint activities such as training programs and the linking up of community groups and different parties in the society by using a community participatory process. The philosophy of the North-Net foundation is summarised as: raising the importance of a participatory development process; respecting local culture and knowledge; raising attention to development work that is strengthening local communities; and stressing a holistic development approach (PRLC, 2000).

The work done by each organisation under the North-Net foundation focuses on different issues depending on local needs and conditions in the particular working area. PRLC is based and works in the Mae Hong Son area. At present the organisation works with five different programs. One among them is the program of Community Based Natural Resource Management, which aims to strengthen the capability and the participation of local people in the management of forest resources and local ecology.

⁶⁴ The Project for Recovery of Life and Culture (PRLC) is a Non Government Organisation that has been working with watershed networks and community organisations in the Pai Watershed area in northern Thailand for more than a decade. It was originated in 1988 as a small project working in 4 villages on alternative agriculture. In 1994, the objectives of the organisation were expanded to environmental issues. The first project was a youth environmental camp project that aimed to educate young people in the community about environmental problems. The later projects were focused on natural resource management and sustainable agriculture project that aimed to achieve the sustainable development in the area. PRLC's main objectives are: enhancing environmental sustainability, improving quality of life of the locals, strengthening local community organisations and networks, and encouraging self-reliance and the participation of the villagers in the management of natural resources so that these would contribute to conservation of cultural and environmental resources. (Pers. Comm., 2001, Mr Boonyeun and Mr Wasan, PRLC staffs, Mae Hong Son).

⁶⁵ These include Chiang Mai, Chiang Rai, Phayao, Lamphun and Mae Hong Son.

The programme recognises the importance of the co-operation between the villagers and different development organisations such as government organisations, NGOs, the private sector and others. The major activities under this programme are; Alternative Occupation, Ecotourism and Community, Business, Alternative Agriculture, People Organisation Networking and Youth Campaigns. Co-operation between the participating villages and the PRLC was first initiated under the 'ecotourism and community development scheme'.

Like many other highland people in Thailand (See Section 4.5.2.2, Status of the Villagers and personal interview in Section 6.4.4), the villagers of Huai Hee are blamed for deforestation and the deterioration of highland watersheds. They were threatened with deportation from their traditional living area if they did not change their way of living. As a result, the PRLC came in to the village as a mediator between the different parties, trying to find a sustainable solution for land use rights. A co-operative model was worked out in which the highland people were supported in land-use management according to their traditional subsistence techniques. Through a land classification system, the villagers found a way to ensure their traditional living was in a sustainable way. The land area was classified for different purposes such as rice growing, a village dwelling area and land areas to be protected and conserved.

In 1996, ecotourism was introduced at Huai Hee by PRLC⁶⁶ as a tool for conservation of natural resources and local culture of the Karen. It was proposed as a way for negotiation with the authorities and villagers to be involved in tourism management in their village. As Huai Hee is situated just beneath the mountain peak Doi Pui⁶⁷, visitors had been coming to the area for many years and the villagers recognized problems of garbage left behind by the visitors. With an increased awareness of the importance of environmental sustainability, they wanted to be involved and control the tourism

⁶⁶ PRLC defines Community Based Tourism (CBT) as tourism that contributes to: conservation of natural resource and the local culture, local economic development, local participation and providing a socially and environmentally responsible products to visitors. PRLC sees ecotourism as a tool for conservation and community development so that a consensus on sustainability could be achieved after the strengthening and empowerment of the villagers.

⁶⁷ Doi Pui is part of Doi Suthep-Pui National Parks in northern Thailand. It contains essential resources where main tourist attractions in the region are located.

enterprise in their community. PRLC supported the community by providing the villagers with technical assistance and training (see Appendix 6.2 CBT Project Activities at Huai Hee, Mae Hong Son Province) while the management of the projects remained in the hands of villagers. The objectives of PRLC's CBT project are as follows:

- To support the communities' effort in forest conservation, which are a major tourism resource in Mae Hong Son province;
- To strengthen community organizations through training in management of tourism and interpretation of nature and culture;
- To increase economic self-sufficiency in a forest-dependent community by providing alternative employment and supplementary income-generation opportunities;
- To assist the community to preserve its culture on its own terms; and
- To raise awareness of community based tourism in Mae Hong Son area.

Through the implementation of ecotourism, villagers have had the opportunity to explain and demonstrate to visitors how they protect their forest and at the same time continue to live their lives in accordance with their traditions. Thus, the villagers are slowly being understood by the authorities who earlier accused them of destroying the forest and ruining the watersheds. They have gained self-confidence and recognised ecotourism management as a way to share their culture and knowledge about their environment with visitors. To achieve these aims, efforts were made to adopt key issues of ecotourism that include: the management of tourism, the involvement of the villagers, the contribution of tourist activities and the attitude of the villagers towards the development of tourism. They are presented in the following sections.

6.4.1 Tourism Management

In addition to being under the supervision of PRLC, the villagers organize themselves into an 'ecotourism club'⁶⁸ to manage tourism through a co-operation among shareholders in the community. The club committees were elected by members. At present there are 37 members.⁶⁹ The villagers own and manage the enterprise. A rotation system⁷⁰ is employed to ensure the members receive fair and equal opportunity to engage and benefit from tourism. In the host family, an adult member of a host family is also appointed as a local guide. Profits are mostly allocated to the villagers (80 per cent of total income each time) and the rest is allocated to the ecotourism club and community development projects fund (Table 6.2). Data collected during this research suggest that the villagers are satisfied with the income obtained as daily payment. The amount of payment would be dependent on the degree of involvement in the business, and it is considered to be well-paid and the best kind of job available in the community. According to the agreement among villagers, the tour guide gets paid 200 Baht (£3) a day whereas the host of a home-stay earns 500 Baht (£8) for a night and day; this includes three meals and accommodation for two visitors.

So far, the ecotourism committee recognized that the input and involvement of the whole community is essential for success. This has been evident through the process of tourism development that has been taken place since 1996.⁷¹

⁶⁸ Ecotourism Club was set up by the villagers who are interested in tourism enterprise at Huai Hee. Any villager can become a member of the club. Then the members elect the representatives or committees who are responsible for the organisation of the club as well as management of tourism and its products, accommodation and facilities in the area.

⁶⁹ The village consists of 28 households and 31 families. It means that the member of the ecotourism club can be any one in the community and not limited to only one person per household.

⁷⁰ A rotation system is the strategy applied in the management of tourism services in Huai Hee. It is arranged by passing of the privilege or responsibility from one member of the ecotourism club to another in a regularly recurring succession. So all members would have equal chances to benefit from tourism by accommodating the visitors. It is decided on the basis that the next tourists stay with the next house, numbers 1,2,3 and so on, which began with random selection. In some cases, if the families are not able to take their turn at that time, it would be passed on to the next one.

⁷¹ Ecotourism Club's Committees, Pers. Comm. August 2001.

Table 6.2 Benefit Sharing within the Huai Hee Community during 1997-2000 (all figures are presented in Thai Baht)(£1=60 Baht)

Year	Members (80%)	Ecotourism Club (15%)	Community Fund (5%)	Total (100%)
1997	28,560	5,355	1,785	35,700
1998	23,400	4,387.50	1,462.50	29,250
1999	23,840	4,470	1,490	29,800
2000	82,632	15,493.50	5,164.50	103,290
Total	158,432	29,706	9,902	198,040

Source: Ratanason and Suansri (2000)

Through the 'Ecotourism Club', the management of attractions and activities are recognize with support and supervision of PRLC.⁷² The members actively contribute to trail maintenance, clean-up days, the monitoring of visitor use and a volunteer research programme depending on the situations and circumstances required. All these were conducted in order to improve the quality of tourism products, activities, services and facilities for visitors in the area to ensure that the village is ready to welcome visitors (See Appendix 6.3 Activities Conducted at Huai Hee during 1996-1998).

Visitor management is in the hands both of business entrepreneurs in Mae Hong Son as transport providers and of tour operators but equally important, in the hands of the local community as well. The entrepreneurs control the access and transport to the site but the locals manage the visitors on the site. When visitors arrive in the village, they are greeted by community members and stay in the village as home-stay. Villagers take them for hikes to natural sites and tell them about the local way of life including traditional uses of resources in the area, traditional agriculture, livestock management, access to water and forest resources, relationship with natural resources, cultural background and stories about natural sites, including local customs and knowledge. Visitors are given a chance to learn about the villagers' attitudes towards their natural setting, their wildlife and wild lands. After a full day out-doors, visitors are treated to local cooking and have an option to buy handicrafts from villagers. Evening gatherings take place at either one of community houses or the information centre (Figures 6.9-

⁷² PRLC continuously supports the ecotourism projects at Huai Hee by marketing ecotourism and assisting the locals for the management of ecotourism.

6.11), where an exchange of views takes place between hosts and guests. In some case this has led to long-lasting bonds between community members and their visitors. In terms of communication, as most visitors are Thai, there is no problem of communication because the younger people in the home-stay family can communicate in Thai. Foreign visitors on package tours are accompanied by a Thai English speaking guide from the city centre of Mae Hong Son town. However, there is one person in the village who can also communicate in English and is in charge of independent foreign visitors. The interviews suggest that many younger people plan to learn to speak English if the number of foreign visitors increases.



Fig.6.9 ‘Welcome Guests’ at Visitor Information Centre
(Photograph by B. Sitikarn)



Fig.6.10 Visitor Information Centre
(Photograph by B. Sitikarn)



Fig.6.11 Visitor Information Centre
(Photograph by B. Sitikarn)

The general views of villagers and local NGOs indicate that the Community Based Ecotourism at Huai Hee faces problems of being dependent on NGOs in terms of marketing. This is because the villagers do not have knowledge or skills in marketing tourism in their area:

'These day, we realise that if Wason (a PRLC's staff and a tour guide) does not bring tourists up here, we would not have chance to host them. Tourism here cannot survive without support from PRLC...because we don't know how to do marketing...no PRLC, no tourists'

(The general views of villagers at Huai Hee Destination, 2001)

Thus, the PRLC set up a travel agency in city centre of Mae Hong Son town to promote and market ecotourism. As a result, most visitors to Huai Hee arrange the tour via this agency. The PRLC staff act as general tour guides. Most of the benefits go to the travel agency. This has been supported by the data in Table 6.3 and the villagers' interviews reported in Section 6.5.3. The villagers in general seem satisfied with income obtained; at least there is no evidence to the contrary.

Table 6.3 Tour Price (May 2001-October 2002) and Benefits Sharing between the Travel Agency and the Villagers (Figure are presented in Thai Baht)(£1=60 Baht).

Tour	No of persons	Travel Agency (price per head)	Locals (Total)	Community (Total)
Karen Culture and Ecology Tour (2days, 1 night)	2	3,280	800	200
	3 or more	2,400	800	200

Source: The tour leaflet of Jorkoe Ecotrek, the travel agency in Mae Hong Son, 2001 and interviews with the villagers of Huai Hee Village, 2001

6.4.2 Participation: the Nature of the Involvement of Stakeholders in Ecotourism

As mention in Section 6.4, key stakeholders in Huai Hee (See Table 6.4) like NGOs play an important role in Huai Hee since in previous projects the villagers worked with the NGOs in the community development initiatives that provided an important base to build on for the ecotourism project. Throughout the years, the villagers were stimulated to work together instead of working independently. They have learned to solve problems through meetings and discussions with authority or representatives of

government from town as well as among themselves. Thus the villagers were trained to become involved in the process of decision-making, planning, implementation of the plan and solving problems. The decisions were made by consensus is shown below:

'...through working with NGOs, we learned to discuss about the problems we have in the village, seeking for the solution to each problem and foreseeing the situation that may happen in the future and try to prevent it if we don't want it to happen...before making decision, we all have to agree...it takes a long time sometimes to come to an agreement...but we like it that way'

(The general views of villagers at Huai Hee Destination, 2001)

'Our main objective is to empower the local community. We trained them to learn to work together and make decision towards development of their community together. It is important for them to have control over their community's future...'

(The views of a former PRLC staff and a tour guide, at Huai Hee Destination, 2001)

Table 6.4 Stakeholders in Tourism Development in Huai Hee Destination

Stakeholders	Involvement in Tourism Development
NGOs	<ul style="list-style-type: none"> -Facilitate the ecotourism as conservation and community development tool through programs of required training in ecotourism -Provide the villagers consultation for the ecotourism initiatives -Marketing the ecotourism products
Villagers	<ul style="list-style-type: none"> -Tourism planning and activities operation -Visitors management -Resource management (maintenance of the tourist destination) -Labourer and employed in tourist services such as guides and trekking porters -Home stay provider

Concerning tourism development, the villagers were informed about the range of possible project benefits, not only the conservation of natural resources but also the

aspects of economy, society and culture, including potential negative impacts before proceeding to decision-making upon ecotourism and implementation. At the beginning of the project, the community's participation was relatively passive. One of the obstacles to equal management participation was the villagers' sheer lack of experience and their uncertainty about what full participation entailed. A year later, they became more active decision-makers. In general, they were more aware of their status and privilege as partners. For most in the community, this sense of ownership came only after the project was up and running and after they had invested their own time in creating it. Now they have confidence through having experience in ecotourism management. Thus the PRLC staff changed considerably, learning to listen and leave more decisions to the community. They became more appreciative of local skills and traditional forms of organisation and more attentive to voices that before remained unheard. At the same time, the locals learned how to make better forecasts into the future, weighing advantages and disadvantages of various development options before proceeding with their next step.⁷³

Women in the village tend to have much lower literacy rates, educational opportunities, access to resources, control of assets and decision-making powers than men. For many women, the tasks of caring for visitors add considerably to their daily household duties, especially when husbands are away working as trekking porters and guides. They are never idle and whatever time they have to sit down is occupied weaving bags and any others materials for sale. The interviews also suggest that women embraced the ecotourism implementation and played a vital role in the transition from trying to meet tourism demand to proactively developing sustainable management and visitor services:

⁷³ Mr Boonyeun and Mr Wasan, the PRLC staff and, villagers at Huai Hee village, Pers. Comm. August 2001

' When tourists are in the village, it is our job to cook and prepare food for them. We use the local materials as much as possible... For example, when we cook, we use vegetable that we have in the garden. When tourists go for trekking, we use leaves for food packing. We want them to appreciate the way we live and they like that...It really gains our pride for what we are. The Karen culture is unique and that is what tourists are interested in... '

(The general views of villagers at Huai Hee Destination, 2001)

They also have coordinated a cultural revival. Craft cooperatives, traditional dancing and singing are now generating income for the women of the community and promoting pride in their local culture.

Although local participation is seen as essential to the strategy of fair benefits sharing in the community, it can be argued that the villagers can also receive unequal opportunity in participating in the enterprise. There is much less agreement about exactly who should participate and to what extent. This is evident in practice in that the participation in home-stay projects at Huai Hee is limited by the condition and size of the house, Thai or English language ability and age. This means that those who are not in the conditions required for the enterprise would be excluded from the project. Moreover, the personal interviews indicate that alongside the positive consequences, the negative side of community involvement could be to add greatly to the cost of tourism planning and development, and to lengthen the period needed to develop plans for the projects.⁷⁴

In terms of 'public involvement', the government at present recognise community tourism enterprises, rural residents and the emerging conservancies as significant players in tourism. Current regional tourism planning procedures involve consultation with the local authority Tambon Administrative Organisation (TAO) for community development. TAO currently supports ecotourism in terms of funding initiative projects that would contribute to local income generation and conservation of the community and its natural resources.

⁷⁴ NGO workers in NTD, Pers. Comm. August 2001

The general views of the respondents also indicate the lack of involvement of TAT and academics in the establishment of ecotourism at Huai Hee destination. However, after five years of ecotourism implementation, TAT began to recognize the destination and help to market it. Recently Huai Hee has been promoted as an ecotourism destination and it is included in the tourism marketing plan for Mae Hong Son province. Educational trips have also become popular and regularly arranged by academics and their students. After visiting the destination, academics began to be involved as voluntary consultants to the villagers in case the villagers needed some advice concerning tourism and resource management. Though the media have an essential role in marketing the tourism products, personal interviews indicate that so far they have not had any role to play in Huai Hee destination.

6.4.3 Education and Conservation

The structure and design of visitor activities and facilities in Huai Hee destination provide visitors with numerous opportunities to learn and interact with the physical environment in the area, including such matters as natural resource conservation methods and the locals' way of life. Thus, besides the visitor centre, where information about the village context is demonstrated, an interpretative trail has been constructed through the area that provides insights into local plants and wildlife (Figures 6.12-6.14). Additionally, nightly presentations on the local ecology and the Karen culture are provided to give the visitors a greater appreciation of the destination's context. This kind of dialogue and interaction can serve to transform a holiday into a memorable learning experience. The viewpoints of visitors towards tourism in Huai Hee destination are presented in Section 6.6.



Fig.6.12 ‘The Local Guide’
Demonstration of Local Knowledge on Herbal Medicines during the Trekking
(Photograph by B. Sitikarn)



Please do not make noise and do any thing that may harm plants and animals. Help to prevent pollution and litter problems.

‘Be aware of your behaviour that may causes negative impacts on the natural environment’



1. Don't leave any thing behind but your foot prints
 2. Don't take any thing but photograph
 3. Don't kill any thing but time
- ‘We will not pick...eat...throw away’

Fig 6.13 Code of Conduct for Visitors
(Photograph by B. Sitikarn)

6.4.4 The Local Residents' Attitudes towards Tourism Development and Concept of Ecotourism

The majority of villagers perceive ecotourism development as a strategy and a type of tourism that not only contributes to the local economy but also contributes to natural resource conservation and preservation, which is the most important issue to them. Most of them believe that tourism in the community at the time of writing is community-based ecotourism. They tend to agree with the decisions made by local consensus that it is a good thing for their community. This probably indicates that the villagers perceive ecotourism as one among other proposals to avoid loss of local control over their land and their community's future. This is because continuing to live there and controlling the development of their community are their main interests as has been evident in the villagers' interviews:

'...we are blamed for deforestation and the deterioration of highland watersheds. We are threatened to be evacuated from the village where we have been living for generations. It is our home- land, we don't want to leave. To fight against that...we use ecotourism management to communicate with outsiders that through generations, we as the highland people have supported land use management through our traditional subsistence techniques. If our way of life really causes damages to the natural resources, there would not be any forest left in this area. So far ...our voice could be heard through ecotourism management'

(The general views of villagers at Huai Hee Destination, 2001)

However, personal interviews indicate that some older people do not know or understand what ecotourism is. They seem to be ignorant about ecotourism as is evident from the older villagers interviewed:

'We do not know much about tourism and we are not that much interested in it. But we know that it is good for younger people to have a chance to earn extra money. We actually do not want to have anything to do with visitors as we cannot communicate to them...just smiling. We like to look at them though...interesting to see people from outside the area. They really look different from us and often make us laugh. We are not against tourism as it brings money to our community...why not? It is said that it is good for the community.'

(The general views of older villagers at Huai Hee Destination, 2001)

Alongside tourism management, many attempts were made to determine possibilities for supporting community resource management. The villagers perceive the success of ecotourism comes from the cooperation among stakeholders in the community and support from outsiders. They think that long-term success of ecotourism is that the number of visitors is increased. The visitors are welcome to the community as the locals would like to meet people from outside the community and at the same time profit can be made by the local business entrepreneurs. Thus in addition to the evident success of community resource management, which is widely accepted, they can continue living in the village and sustain the well-being of the natural environment so that coexistence between the people and the forest would be recognised by the authorities. They expect that ecotourism would not only continue to provide stable income to the local economy but also contribute to the natural resources conservation. Overall expectation from tourism development is that they don't have to evacuate to elsewhere and are able to have control over their land and its surrounding environment and their community's future.

Figures 6.14 to 6.17 demonstrate the main attractions at Huai Hee destination



Fig. 6.14 Returning Orchids to Their Habitat
(Photograph by B. Sitikarn)

A project of wild orchid rehabilitation is one of local pride and has become a unique attraction in the area. Under the supervision of academics from a university in Bangkok with expertise in orchids, the project was established for the conservation of endangered species, which are part of the local ecological system. The orchid club was established to be responsible for the project implementation to ensure that orchids were regularly grown in a nursery in the village and planted in the forest to recover the natural environment.



Fig. 6.15 Trekking Trail to the Mountaintop Doi Pui
(Photograph by B. Sitikarn)



Fig. 6.16 Cultural Trail in Huai Hee Village
(Photograph by B. Sitikarn)

6.5 The Consequences of Tourism Development

The general views of villagers at Huai Hee indicate that the impacts of tourism development on Huai Hee destination were perceived as mostly positive in aspects of physical environment, society and culture and economy and employment. This is probably because the negative consequences are not yet obvious as it is still in the beginning of development or the impacts are not recognised because the respondents benefit from the enterprise. The issues are still in much of debate. The results of the study are demonstrated in the following.

6.5.1 Impacts on the Physical Environment

The development of tourism has been so far perceived as a contribution to the conservation and preservation of natural resources in the area. Some percentage of the profits are allocated to community development and conservation initiatives, such as the planting of tree seedlings, renovation of the natural trails, waste management and providing loans for women to invest in handcrafts products. The villagers do not perceive there to be negative impact on the natural environment in the area. This is probably because the number of visitors is still relatively small and the locals fully

manage the enterprise. Therefore every thing is under their control. This has been evident in the villagers' interviews:

'...no there are no negative impacts to the natural resources in the area. We have really been taking care of it as it is our lives. For generations, the villagers' lives have been depending on the natural surrounding. But what we are afraid of that may happen in the future is the waste problems. If there are many visitors, there will be more waste. We will discuss the matter with PRLC...'

(The general views of villagers at Huai Hee Destination, 2001)

6.5.2 Impacts on the Society and Culture

Tourism in Huai Hee destination appears to have had both positive and negative consequences. The tourism development has contributed to the social and cultural conservation and preservation in the community. On one hand, since tourism has been introduced, there are better recreation and leisure facilities for villagers because the villagers and other stakeholders help to support them. Visitors do not interfere with local peoples' use of entertainment, leisure and recreation facilities in the community. It has also caused positive impacts in the community in terms of standard of living, family life, improvement of housing condition, good relationships among the villagers and improvement in foreign language ability. Besides English, the villagers now tend to be more interested in learning Thai as the majority of visitors are Thai. This has been evident in the villagers' interviews:

'...We are told that to be home-stay providers, we have to improve our house condition and surroundings and toilet...make sure that they are clean. We also plant some flowers that make the house really nice. We like it too and we hope the visitors also like it... It would be good for us if there are many visitors come to our village. So we can sell handicrafts and earn money from home-stay and guiding. Working in the farm does not give us cash. We want cash, so at least we can buy a pack of instant noodle and a can of sardine, and some biscuit to kids. It is really nice to be able to afford to eat something different. We also want TV. Many of the youth have to migrate to Mae Hong Son for employment...they bought a TV set for a family...'

(The general views of villagers at Huai Hee Destination, 2001)

On the other hand it has influenced the loss of interest among youth in land stewardship while some older members prefer to maintain their traditional lifestyles of farming and increasing commercialisation of local cultural products. This has been suggested by the villagers' interview:

'...To provide visitors' educational experience about our culture...when a group of visitors arrives, we welcome them with Pee Tee Pook Kor Moe for their good luck. This ceremony normally takes place in the New Year or for the wedding...ofcourse we must be informed in advance from the tour operator as there are lots to prepare ...we show them how to do cotton weaving, natural dye of the fabric...we can also arrange some small ceremonies if they want to see it. We do this so that the Karen culture can be recognised'

(The general views of villagers at Huai Hee Destination, 2001)

Further, the results of the study indicate that the development of tourism has influenced the drinking habits of the villagers so that they become addicted to coffee drinking. Coffee was not a traditional drink in the community but it was introduced according to the visitors' demand. Nevertheless, tourism does not seem to have had negative impacts on changes in other social relationships in the community. In contrast, through tourism management and meetings, the relationships between locals have improved, as they want to participate in the tourism enterprise. For example, the relationship between the older people and young people is well developed as young people work together with their elders to teach visitors about medical plants and other traditional uses of the natural resources. Thus, conflict of interests between them in terms of having different attitudes to life, is mitigated. At the same time, co-operation between the rest of villagers also increases, which has been evident in the villagers' interview:

'...Although our offspring are keener on working with tourism than maintaining our traditional farming, we like tourism. It brings us together... means that we have meeting among the villagers more often to discuss about the plans, management of tourism resources and its conservation and preservation. Thus we do more activities together such as at the clean-up day and maintenance of the resources, share local knowledge to visitors ...Besides, we have more cash...'

(The general views of villagers at Huai Hee Destination, 2001)

6.5.3 Impacts on the Economy and Employment

The tourism development has contributed to positive impacts on the local economy in terms of income generation and employment opportunities (Table 6.5). The direct income to the villagers is generated through the provision of accommodation, food and refreshment, souvenirs and through employment as local guides:

'...As home-stay provider and guiding for 2 visitors (1 night 2days), we earn 1000 Baht. We get 800 baht for the family and 200 Baht goes to the community development fund. It is a real good 'quick cash'⁷⁵, earning. From this money, we can buy more new things for the family'.

(The general views of villagers at Huai Hee Destination, 2001)

In comparison to the income from farming, tourism brings 'quick cash' to the community. Further, women in the village are willing to increase their workloads tremendously through the sale of handicrafts 'weaving cotton wares' in order to gain some new measure of financial independence.

Table 6.5 Numbers of Visitors and Income from Ecotourism during 1997-2000

Year	Number of Visitors	Nationality		Income (Baht)
		Thai	Overseas	
1997 (November-December)	51	51	0	35,700
1998 (January-December)	91	91	0	29,250
1999 (January-December)	117	117	0	29,800
2000 (January-November)	358	358	12	103,290
Total	615	617	12	198,040

Source: Ratanason and Suansri (2000)

Note: Overseas visitors numbers is estimated number obtained from the interview of a local English speaking guide in the village, including visitors from Germany, United States,

⁷⁵ 'Quick cash' means the money that the locals easily earn. For example, to host visitors, they earn 800 Baht in 2 days. Providing accommodation and being a tour guide has nothing to compare with working in the farm as it is much easier. In farming, they have to work daily for at least 3 months to earn a few thousand Baht or even less than they earn in 2 days in tourism enterprise.

6.6 The Visitors' Perceptions

One hundred questionnaires were handed to a tour operator and tour guides in the town of Mae Hong Son. Thirty-seven questionnaires were returned, which was the total number of visitors who visited the destination and willing to cooperate during August 2001-January 2002. The results of the visitor surveys are presented in Tables 6.6 to 6.14 below.

As shown in Table 6.6, the responses indicate that the majority of visitors were between 25-34 years old, the number of males is slightly higher than females. Further, the proportion of independent holiday respondents is much higher than inclusive holiday respondents. It is noticeable that visitors in Huai Hee were mostly Thai and a rather high proportion of respondents travelled in a group and arranged their own travel through NGO staff. Only a few of them were foreign visitors come from Sweden, America and Germany. The only accommodation provided in the destination is home stay with the villagers. However, there are few visitors who prefer to stay in a tent and that can be arranged with the authorization from the village's committees.

Table 6.6 Respondents' Tourist Characteristics and Other Related Variables in Huai Hee Destination

Respondents' Demographic Characteristics	Huai Hee Per Cent
Age	
18-24	14
25-34	49
35-44	32
45-54	5
Above 55	0
Total	100 (n=37)
Sex	
Male	59
Female	41
Total	100 (n=37)
Type of holiday	
Inclusive holiday	32
Independent holiday	68
Total	100 (n=37)
Traveling	
In a group	68
Independently	32
Total	100 (n=37)
The organisation of activities	
Via tour operator	43
Made own travel arrangement	57
Total	100 (n=37)
Accommodation	
Hotel	0
Guesthouse	0
Home-stay	84
Others (such as stay in tent)	16
Total	100 (n=37)
Nationality	
Thai	86
Overseas	14
Total	100 (n=37)

Source: questionnaire survey 2001-2002

Note: in all cases, population is 37 (n=37)

Additionally, data in Tables 6.7 and 6.8 suggest that the decision of the majority of visitors to visit Huai Hee was influenced by friends who had already visited the site. The rest of them were influenced by travel agency, travel magazine and word of mouth. The data indicates the length of the visit of the majority of visitors was between 1-3 days at the local accommodation provided at the destination (home stay). The response also indicated that the majority of visitors were unlikely to return to the destinations as they wish to visit other destinations in order to experience something new and different.

Table 6.7 Duration of Stay at Destination and the Respondents' Expectation of Returning to the Huai Hee Destination

	Huai Hee Destination Per Cent
Duration of Stay in Destination	
1-3 days	87
4-5 days	8
6-9 days	0
More than 9 days	5
Total	100
Respondent's wish of returning to the same destination	
Yes	0
No	100
Total	100

Source: questionnaire survey 2001-2002

Note: in all cases, population is 37 (n=37)

Table 6.8 Influences which Determined Respondents' Decisions to Holiday in Huai Hee Destination

Decisions Determination towards Holiday	Yes Per Cent	No Per Cent	Total Per Cent
Friends	54	46	100 (n=37)
Travel agency	35	65	100 (n=37)
Travel magazine	22	78	100 (n=37)
Word of mouth	17	54	100 (n=37)
Internet	3	97	100 (n=37)

Source: questionnaire survey 2001-2002

Note: in all cases, population is 37 (n=37)

6.6.1 The Respondents' Reasons for Visiting Huai Hee Destination

The data in Table 6.9 indicate that the most important features attracting visitors to Huai Hee were the natural environment of the area and the local culture, with many reliant on word-of-mouth recommendation from people had already visited the places. It is noticeable that a high proportion of respondents visited Huai Hee because it was part of an educational programme, meaning that Huai Hee is also promoted by NGOs as an

educational destination that provides visitors with knowledge of the local ecology and culture of the Karen. The data indicate that there were many student visits for ecological study purposes. The most popular tourist activities are trekking as shown in Table 6.10

Table 6.9 Respondents' Reasons for Visiting Huai Hee Destination

Attitude Statement	Agree Per Cent	Neutral Per Cent	Disagree Per Cent	Total Per Cent
The natural environment of the area	95	0	5	100 (n=37)
Interest in the local culture	92	0	8	100 (n=37)
The warm weather	70	19	11	100 (n=37)
It is part of the education program	58	21	21	100 (n=37)
Word of mouth (many people talking about it)	46	30	24	100 (n=37)
The price	21	35	44	100 (n=37)

Source: questionnaire survey 2001-2002

Note: in all cases, population is 37 (n =37)

Table 6.10 The Respondents' Tourist Activities Undertaken at Huai Hee Destination

Activities	Yes Per Cent	No Per Cent	Total Per Cent
Trekking	84	16	100 (n=37)
Karen Culture	35	65	100 (n=37)

Source: questionnaire survey 2001-2002

Note: in all cases, population is 37 (n =37)

6.6.2 The Respondents' Experiences at Huai Hee Destination

In terms of relationship with the villagers and the activities at the destination, the results of the visitors survey (Table 6.11) indicate that as 'home-stay', during their visits to Huai Hee a high proportion of visitors had an opportunity to contact with and observe the life of the villagers. Most of them had a chance to participate in local events and found that these are different from their own and found that they were welcome in the

village.⁷⁶ Thus, most of them intend to keep contact with those in the future as the relationship between them was developed. This appears to contradict the result in Table 6.7 that they do not wish to revisit the destination. This is probably because at the time of interview, the respondents were tired with the difficult access to the destination (see Table 6.13).

Table 6.11 Respondents' Experiences at Huai Hee Destination

Experiences Obtained in Destination	Much Per Cent	Little Per Cent	None Per Cent	Total Per Cent
Did the locals make you feel welcome?	92	8	0	100 (n=37)
Have you had any contact with local people?	81	15	4	100 (n=37)
Is the local culture different from your own?	78	0	12	100 (n=37)
Have you asked the local people for help or advice?	68	27	5	100 (n=37)
Did you participate in the local events?	65	0	35	100 (n=37)
Have you met any local people with whom you intend to keep contact in the future?	62	32	6	100 (n=37)

Source: questionnaire survey 2001-2002

Note: in all cases, population is 37 (n =37)

6.6.3 The Respondents' Attitudes to Holiday Experiences at Huai Hee Destination

The data in Table 6.12 shows that the majority of visitors in Huai Hee perceive the activities undertaken as having contributed to their educational experience, and having developed their understanding and appreciation of the place. The activities incorporate local culture, values and tradition as well as the representatives of local knowledge and practice. In addition to promoting socio-cultural pride of the villagers and encouraging the respect for local ideology and heritage, the activities contribute to environmental conservation at the destination. Additionally, the data suggests that a large proportion of visitors wish to have direct contact with the villagers and consume local products if possible. This would contribute to encouraging interaction between the visitors and the

⁷⁶ Thai visitors and German visitor, Interviews, August and November 2001.

villagers to learn about each other. This kind of interaction would contribute to visitors' better understanding of the local society and culture that is different from their own.

In terms of accommodation provided in the destination, apart from home-stay, the respondents would prefer to stay in small, locally owned accommodation rather than a large hotel and eat the local cuisine at local restaurants if possible.

Table 6.12 Respondents' Attitudes to Holiday Experiences at Huai Hee Destination

Attitudes Related to Holiday Experiences	Agree Per Cent	Neutral Per Cent	Disagree Per Cent	Total Per Cent
The activities I undertake contribute to my educational experience, which develops my understanding and appreciation of the place.	97	3	0	100 (n=37)
The activities I undertake incorporate local culture, values and tradition in my expectation.	97	3	0	100 (n=37)
I like to talk to the local people of the destination.	97	0	3	100 (n=37)
The activities I undertake encourage interaction between myself and the local people to learn about each other.	95	5	0	100 (n=37)
The activities I undertake contribute to my better understanding of the local society and culture that is different from my own.	92	3	5	100 (n=37)
I wish to learn about the culture of destination.	92	5	3	100 (n=37)
The activities I undertaken promote the socio-cultural pride of the villagers.	92	5	3	100 (n=37)
I always try to eat the local cuisine at local restaurants.	89	8	3	100 (n=37)
The activities I undertake encourage my respect for local ideology and heritage.	86	0	14	100 (n=37)
I would be happy to stay in small, locally owned accommodation rather than a large hotel.	86	0	14	100 (n=37)
The activities I undertake are representative of local knowledge and practice.	84	11	5	100 (n=37)
The activities I undertake contribute to environmental conservation in the destination.	81	19	3	100 (n=37)
I like to spend time with the local people of the destination.	76	0	24	100 (n=37)
I often purchase locally goods (products).	54	43	3	100 (n=37)
I always eat meals at my hotel/guesthouse.	3	38	59	100 (n=37)

Source: questionnaire survey 2001-2002

Note: in all cases, population is 37 (n=37)

6.6.4 The Respondents' Satisfaction with Holiday Experiences at Huai Hee Destination

The data in Table 6.13 indicate that during travel in the destination, the respondents are most satisfied with the local hospitality, the friendliness and local cuisine. In addition to satisfaction with the demonstration of tradition and culture of the local people, a large proportion of respondents were most satisfied with the local accommodation. In terms of transportation, the data indicate that the majority of visitors are not happy and satisfied with the transport due to unease and dangerous access as well as prices of local products and services in shops.

Table 6.13 Respondents' Satisfaction with Huai Hee Destination

Satisfaction in Relation to Destination	Good Per Cent	Moderate Per Cent	Bad Per Cent	Total Per Cent
The friendliness of the local people	95	0	5	100 (n=37)
Demonstration of Tradition and culture of the local people	68	19	13	100 (n=37)
Local accommodation	54	41	5	100 (n=37)
Food	49	49	2	100 (n=37)
Price of local products	43	0	57	100 (n=37)
Transport	30	43	27	100 (n=37)
Service in shops	16	32	52	100 (n=37)

Source: questionnaire survey 2001-2002

Note: in all cases, population is 37 (n=37)

6.6.5 The Respondents' Attitudes toward Tourism Development at Huai Hee Destination

'...Tourism here is great. We experience many things different, unlike at home. We love everything here...especially people and their ways of living, the way they are, the way they think. It is amazing to be able to live like this. There is nothing like in the city but it is so peaceful. It sounds of happiness...No, there should not be too many tourists here as this village would change to be one of the other commercial villages like is happening in other destinations. That would be a pity.'

(The general views of visitors at Huai Hee Destination, August, 2001)

As the statement above suggests, the respondents appreciate the visits at Huai Hee destination especially the local culture and their way of life. A common response from the interviews suggests that if Huai Hee destination had been more fully developed for tourists with better quality accommodations and tourist facilities, most visitors would refuse to visit the destination as they believe that the development will cause environmental and cultural degradation. Thus the village would have lost its own charm. The destination should be maintained as it is now. Additionally, the numbers of visitors should be limited daily to ensure that it would not exceed the carrying capacity⁷⁷ of the village. Otherwise tourism may cause damage to the community rather than benefits.

6.7 Summary

Tourism development in Huai Hee is under the supervision of NGOs. It is perceived as a tool for community development, local income generation and contribution of local natural resources. These were conducted through a process of community participation. Additionally, ecotourism was used as a way for negotiation with the authorities in aspects of natural resources management so that it would be possible for the villagers to have more control over their land and their community development now and in the future. Thus an 'ecotourism club' was established to be responsible for the management

⁷⁷ 'Carrying capacity of the village' refers to ability of community to deal with number of tourist. Actual capacity refers to number of tourist that can be accommodated by the villagers (home-stay).

of ecotourism with a co-operative with community shareholders and being financially supported from the local authority 'TAO'. However, the villagers face problems of lack of knowledge or skill in marketing the ecotourism products in the area so that the marketing is relying on other travel agencies.

Based on the outcomes of the study as summarized in Table 6.14 below, key successes of ecotourism seem to be the involvement of the whole community in the tourism project, the cooperation among stakeholders in the community and support from the outsiders. Tourism in Huai Hee destination appears to have had both positive and negative consequences. It has contributed to conservation and preservation of the natural resources, society and culture and has positive impacts on the local economy. On the other hand it has influenced the loss of interest among youth in land stewardship and increasing commercialisation of local cultural products and alien consumption. It is not seen as a problem now but in the future this could possibly lead to acculturation of the local culture. The identity of the Karen would then be modified.

Table 6.14 Summary of Findings of Ecotourism Situation in Huai Hee Based on Assessment Criteria Established for the Present Study (Chapter 3)

The Key Indicators of Sustainable Tourism	Huai Hee
	Yes
Activities	
Nature based activities	/
Culture based activities	/
Create interaction between host community and tourists	/
Help to preserve local traditions	/
Existing Infrastructure	
Difficulty in traveling to an area	/
Channels of information available to promote and inform ecotourism within the region	/
The provision of shopping/local products	/
Entertainment facilities	/
Provision of suitable accommodation	/
Water	/
Power	
Sewage system	/
Tourism Planning and Management	
Private sector	
Public sector	
Local community	/
NGOs	/
Local Economic Generation	
Provide employment opportunity for local communities	/
Provide local ownership	/
Long term benefits	/
Environment and economy integration	/
Coordinate all elements to optimize local economic benefits	/
Distribute local economic benefits-revenue sharing	/
Recognize local service/ efforts	/
Create markets for local products	/
Encourage profits to be used for conservation and preservation efforts	/
Use local material and labour to keep money in local economy	/

(continued)

Table 6.14 (continued) Summary of Findings of Ecotourism Situation in Huai Hee Based on Assessment Criteria Established for the Present Study (Chapter 3)

The Key Indicators of Sustainable Tourism	Huai Hee
	Yes
Conservation	
• <i>Environmental Goals</i>	
Resource benefits	/
Prevention of resource degradation	
Supply-oriented management	
Promote recognition of the values of resource and accept the resource on its own terms	/
Emphasise the importance of natural environment to sustain tourism	/
Use site-specific development	/
Design facilities and utilize equipment that conserve energy	
Practise recycling, reducing and reusing	
Emphasize development that is cost- effective with minimum strain on natural resources	/
Preserve vegetation, reduce deforestation whenever possible	/
Use local knowledge and practices	/
Ensure that the underlying ethics of responsible environmental practices are not only to the external (natural and cultural) resources, which attract the tourists, but also to their internal operations.	/
Provide long-term benefits to the resources, local community and industry(benefits may be conservation, scientific, social, cultural or economic)	/
• <i>Social and Cultural Goals</i>	
Improve quality of life	/
Improve standard of living	/
Improve infrastructure	
Increase security in life	/
Planning (not only concentrate on economic development but emphasise the demand for unspoiled environment and consideration of the needs of villagers),	/
Increase education opportunity,	/
Conservation with equity	/
Promote moral and ethical responsibilities and behaviour towards the natural and cultural environment	/
Provide first hand, participatory and enlightening experiences	/
Promote socio-cultural pride by organizing community programmes	/
Incorporate local culture values and traditions	/
Respect local ideology and heritage	/
Provide opportunities for hosts and guests interaction	/
Education Provision	
Involve education among stakeholders such as local communities, government, non-government organisations, industry and tourists (before, during and after the trip)	/
Link profits to community programs, education and environmental awareness	/
Interpretation material	/

(continued)

Table 6.14 (continued) Summary of Findings of Ecotourism Situation in Huai Hee
Based on Assessment Criteria Established for the Present Study (Chapter 3)

The Key Indicators of Sustainable Tourism	Huai Hee
	Yes
Local Participation	
Promote local participation as much as possible	/
Create opportunities for local empowerment	/
Convey a sense of local ownership and leadership	/
Create opportunities for group projects	/
Create opportunities for the locals to control and manage valuable natural resources	/
Promote understanding and involve partnerships between stakeholders	/
Cooperation between local community and other stakeholders	/
Definition of Ecotourism and Perception of Stakeholders towards Ecotourism (understanding of ecotourism term)	
Local Community	/
Private sectors	
Public Sectors	
NGOs	/

As tourism is an agent of changes, tourism causes both positive and negative consequences on the host community. Table 6.14 suggests ecotourism at Huai Hee does fulfill many of the criteria of sustainability. However, whether ecotourism in Huai Hee would contribute to sustainability of the destination in the long term is a subject of some debate.

The analysis of tourism in Huai Hee in comparison with other case study communities is conducted together with the comparison of visitors' attitudes toward tourism in the three case study communities. They are presented in Chapter Nine. To represent the ecotourism context of Northern Thailand, the next chapter sets out a case study of Umphang destination, which is another example of ecotourism.

CHAPTER SEVEN

Case Study of Umphang Destination, Tak Province

7.1 Introduction

Similar to the previous chapter, this chapter presents the tourism context of the Umphang destination. The chapter begins with an introduction to the background of the destination and its physical and demographic characteristics. The main part of the chapter presents the findings of the research undertaken in Umphang during 2000 to 2002.

7.2 Physical Characteristics and Background of the Case Study

Umphang is located in Tak province, a semi-tropical rain forest area of approximately 16,400 km². It is the second largest area of the country with a population of approximately 500,000 (see Appendix 7.1 Population of Tak Province) of which 65 per cent are in the agricultural sectors. Tak is administratively divided into 8 districts and 1 sub-district, namely: Muang, Ban Tak, Samgnow, Maesod, Maeramard, Thasongyang, Umphang, Phoppfra and Wangchao sub-district (Population and Housing Census, 2001).

Tak is situated approximately 400 km. from Bangkok and can be reached by Highways Nos. 1 and 32 (see Figure 7.1). It takes approximately six hours by car from Bangkok. Tak has become one of the most popular tourist destinations in northern Thailand (NTd) due to its geography. Approximately 70 per cent of the total area consists of mountains, valleys and forests; 10 per cent is farmland and 20 per cent is residential settlement area. Most of the forest is virgin mountain forest comprising evergreen forest and deciduous forest which containing many wild flowers such as Queen's flower, Dipterocarps, orchids, Dendrobium, and Slipper orchid, as well as many species of ferns such as *Vanda coerulea* and Maidenhair fern. The trees include teak and ironwood. There are also many species of wildlife of the Southeast Asia element (Indo-Burma and Indo-China); for example, monkeys, langurs, hornbills, tapir, elephants, bears, tigers, seladang and deer. There are also many endangered birds, such as the white-winged

duck. The Mae Klong river is also considered as a source of many kinds of rare freshwater fish.⁷⁸ There are 3 seasons similar to other part of the northern region: the hot season, from March to May, with a maximum temperature of 40 C; the wet season during June to October; the cool season (November-February) with the temperature of approximately 10 C. The highest amount of measured rainfall is 2,992 millimeters in July. The relative humidity is 69-75 per cent. The potential for tourism is through its natural resources and the culture of the local population, the Karen. The main attraction area in Tak is Umphang district (Figure 7.2). It consists of hills, forests, river streams, caves and waterfalls. Most of the population is made up of Karen hilltribes followed by Thai, Shan and other minority ethnic tribes (Population and Housing Census, 2000).

⁷⁸ www.geocities.com/explorerchannel/umphang/html (August 2002).

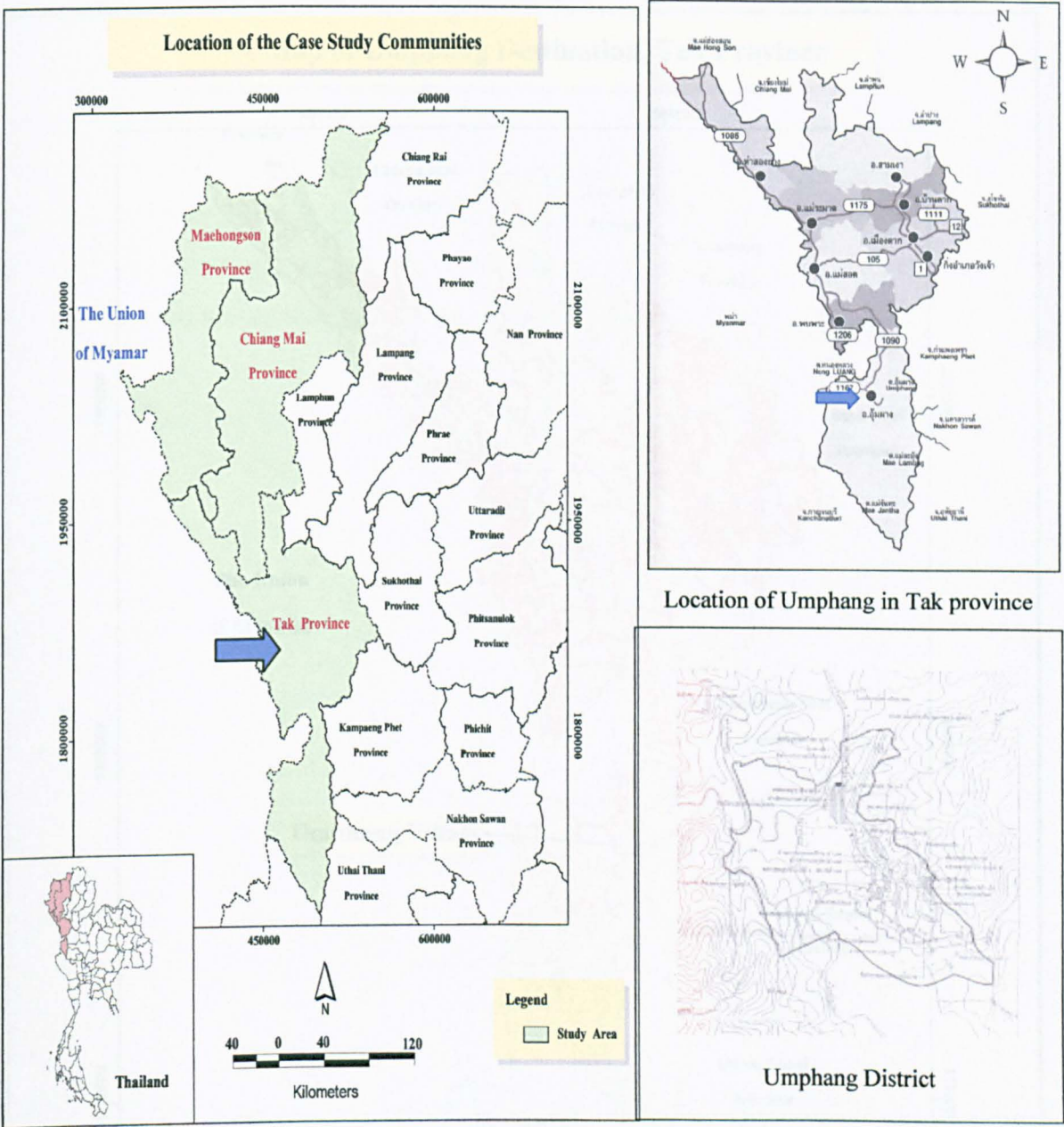


Fig. 7.1 Location of Tak Province and Umphang Destination

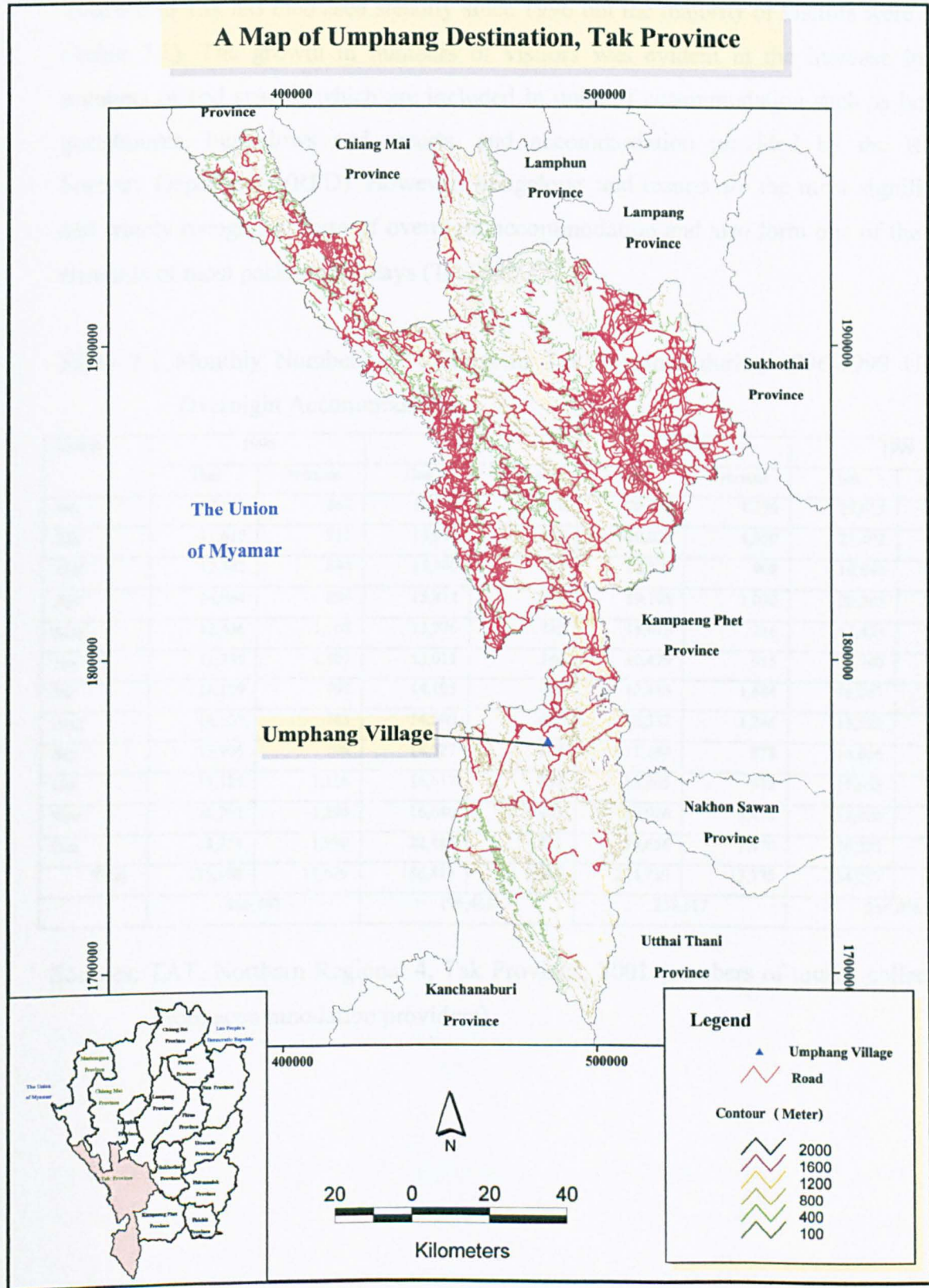


Fig.7.2 Location of Umphang in Tak Province

Tourism in Tak has increased steadily since 1996 but the majority of visitors were Thai (Table 7.1). The growth in numbers of visitors was evident in the increase in the numbers of bed spaces, which are included in units of accommodation such as hotels, guesthouses, bungalows and resorts, and accommodation provided by the Royal Forestry Department (RFD). However, bungalows and resorts are the most significant and widely recognised form of overnight accommodation and also form one of the key elements of most package holidays (TAT, 2000).

Table 7.1 Monthly Numbers of Visitors in Tak Province during 1996-1999 Using Overnight Accommodation

Month	1996		1997		1998		1999	
	Thai	Overseas	Thai	Overseas	Thai	Overseas	Thai	Overseas
Jan	12,852	862	16,184	1,170	29,972	1,136	25,013	1,265
Feb	11,610	711	13,996	783	20,025	1,350	21,402	1,149
Mar	12,342	684	15,080	904	18,309	908	18,840	1,095
Apr	14,064	896	15,812	657	19,105	1,030	20,385	1,005
May	12,436	1,108	13,776	725	15,073	716	17,433	642
Jun	12,245	1,107	13,011	544	10,479	915	13,740	789
Jul	16,159	703	14,105	990	12,413	1,684	16,067	1,037
Aug	16,107	743	14,580	657	12,332	1,245	15,523	1,179
Sep	15,906	796	14,527	805	11,584	878	14,056	712
Oct	15,725	1,116	16,617	697	18,865	972	17,655	809
Nov	16,291	1,294	16,640	903	20,926	1,474	17,920	1,120
Dec	18,371	1,990	22,485	821	35,656	1,470	36,223	967
Total	175,108	11,679	186,813	9,656	224,739	13,778	234,257	11,769
	186,787		196,469		238,517		246,026	

Sources: TAT, Northern Regional 4, Tak Province, 2001 (numbers of tourist collected from accommodation providers)

Umphang is the largest district of 8 districts in Tak province with an area of approximately 4,325 km², but only 3 per cent of its area is plain while the rest is mountainous. Total land area of forest is approximately 1,914,494 km². Because of the density of forest, the minimum temperature in the cool season (October to February) could be down to 2.5 C. Umphang is situated in the southern tip of the province, located on the bank of Mae Klong river, 249 km. from Tak. It borders Phobphra district in the north, Karachanaburi province in the south. Kampaengphet, Nakhon Sawan and Uthai Thani province in the East, and Burma is 108 km. to the West. Umphang is administratively divided into 6 sub-districts (Tambon) namely: Umphang, Mae Klong, Mo Gro, Nong Luang, Mae La Mung and Mae Chan.

Umphang is blessed with rich natural resources in forestry and wildlife and serves as one of the country's major sources of water. In 1983, the Wildlife Preservation and Protection Committee of the RFD decided to establish a Wildlife Preserve in Umphang, Umphang Wildlife Sanctuary (UWS). Since 1987, forest rangers have been stationed in the area. The UWS covers a total area of approximately 2,590 km². The most significant status for Umphang is that it borders on the south the Tung Yai Naresuan and Huay Kha Khaeng National Parks, which were declared a World Heritage Site by the United Nations in 1991. To the east, it borders the Khlonglan-Mae Wong National Park, the largest combination of rich and fertile land in South East Asia (SEA). Due to natural resource concerns, some international organisations such as DANCED⁷⁹ set up what is known as Umphang Projects in collaboration with local authorities and communities on the natural resource management and conservation and preservation in Tung Yai Naresuan, Huay Kha Khaeng National Parks and Umphang Wildlife Sanctuary (UWS).⁸⁰

In the early settlement, the only way for the villagers to make contact with the outside communities was on foot. Elephants, horses, and cows were used for transportation. The

⁷⁹ DANCED is an organization sponsored by the government of Denmark to support and fund environmental conservation projects in developing countries.

⁸⁰ Their policies to a certain extent influence the management of tourism in Umphang as most tourist attractions are situated in UWS.

locals lived basically on farming and hunting. During 1957-1969, Umphang was an unsafe place to visit due to communist insurgency in the area. With the lack of trekking paths or roads in the Thai area, to reach Umphang a 4WD car could be used as a vehicle to Baan Na-ley in Pob Phra district. After that, people had to walk 38 km. (or about 2 days) passing through Burmese territory and walk back into Thai territory. In 1983, the road 'Highway 1090', 164 km, from Mae-Sot to Umphang, named 'Thanon Loi Pha' or 'the Panorama Road' or 'Sky Road'⁸¹ (Figure 7.3) was completed and was the only access from the outside world. At the same time, the communist party was defeated in the Umphang area.

⁸¹ It takes between 3-4 hours to drive up to Umphang as it is a winding and sharply curved road consisting of 1,219 curves. The highest point is 1,200 m. above sea level.

7.3 Socio-Demographic Characteristics

As Umphang is a border town to Burma, refugees from Burma have been gradually migrating to Umphang. They are known as Karen and Burmese. The Karen hill tribe was the primary group who settled down in Umphang area over 200 years ago. Around 60 years ago the northern Thai people migrated to build homes and develop the town. The primary group of Thais obliged to migrate to Umphang were government officials including teachers, doctors, soldiers and border police. Umphang district consists of 4,994 households with 20,800 inhabitants, living in 35 villages (Table 7.2). The majority of the local residents are Karen, 13,445 inhabitants (Table 7.3). The main religion is Buddhism and the rest are animists. The residents have traditionally been engaged in agriculture. They live basically on farming and hunting. For the Burmese, a refugee camp was set up in Umphang with support from international NGO organisations to promote education and health of the Burmese refugees. Some Burmese were illegally employed as cheap labour in the tourist industry in the area. In Umphang district, there are 5 temples, 14 primary schools and 1 secondary-high school. Additionally, there are 5 primary schools (under organisation and supervision of the Border Police Unit) for Karen children (TAO, 2002).

Table 7.2 Population of Umphang District, Classified by Sub-District, 2002

Umphang District (Sub-District)	Population		Total
	Male	Female	
Umphang	1,520	1,284	2,804
Mae Klong	1,148	1,103	2,251
Mo Gro	2,466	2,328	4,794
Nong Luang	788	769	1,557
Mae La Mung	853	764	1,617
Mae Chan	4,085	3,692	7,777
Total	10,860	9,940	20,800

Source: Tambon Administrative Organisation (TAO), Ministry of the Interior, 2002.

Table 7.3 Population of Umphang District, Classified by Ethnic Group

Ethnics	Villages	Number of population
Karen	25	13,445
Thai	10	7,355
Total	35	20,800

Source: Trip Magazine, 1998

There are 25 Karen villages but only the 5 villages of Palata, Zepala, Khota, Tiphochi and Laytongkhu are well known as they are involved in tourism development in the area (Table 7.3). The Karen are different from Thai in terms of culture, society and economy. For example, most of the Thai live as a single-family unit, usually consisting of 3-4 persons whereas the Karen has an extended family type consisting of at least 4 persons. Due to social and economic development, most Thai become independent from the family and prefer to have their own family. In contrast, the way of life, traditional farming and poverty of the Karen result in most Karen having to depend on the other family members for free labor in traditional farming.

In terms of education, a common response from personal interviews suggests that the parents wish for their children to have a better job and opportunity in life. Thus the number of children attending higher education has increased. Most young people migrate to other provinces for further College and University education. The locals perceive that tourism development in the area has had consequences in increasing higher education, because without income from tourism, there would not be money for children's higher education.

Umphang's economy was based on agriculture. In addition to working on the farm, the locals had pigs, ducks and hens for domestic consumption, cows and buffaloes for selling and working. Elephants were used for logging. However, since the development of tourism has taken place, elephants are hired for trekking and riding instead of logging. The general employment has gradually evolved into tourism and the majority of respondents tend to work at the tourist destinations. Tourism development has

provided jobs in the village such as tour guide, cook and working at the restaurant and services, cleaning, gardening, elephant mahout, and river raft or rubber boat helmsman which are considered to be the best kind of well paid job available in the community. During the low season (March- September), some of the locals work on farms and others are employed for blue-collar jobs elsewhere. So far the locals appear satisfied with their income.

7.4 Tourism Context

Tourism began in Umphang as a small market niche driven by the demand for natural resources and wildlife experiences. Due to the completion of the road and the defeat of the communist party, numbers of tourist in Umphang grew rapidly. This is because the main attraction Thee-Lor-Su waterfall 'The Niagara of Thailand', which is recognised as the sixth most beautiful waterfall of the world and the most beautiful one in Umphang, was discovered and nationally promoted in the 1990s. Moreover, tourist activities are based on natural resources and local communities, which are mainly situated in UWS whose policies significantly influence the management of tourism in Umphang. The tourist activities provide visitors the opportunities to explore undeveloped nature, flora and fauna, wild animals in their own environment, country sites and quiet remote places. Also, tourist activities such as rafting, hiking and biking, trekking, camping, elephant riding, rubber boating and cultural travel have become popular among visitors as shown in Figures 7.4– 7.10.



Fig. 7.4 ‘Thee Lor Su Fall’ The ‘Niagara of Thailand’
(Photograph by B. Sitikarn)



Fig. 7.5 Rubber Boating (Photograph by B. Sitikarn)



Fig. 7.6 Camping (Photograph by B. Sitikarn)



Fig. 7.9 Elephant Riding
(Photograph by Trip Magazine, 1998)

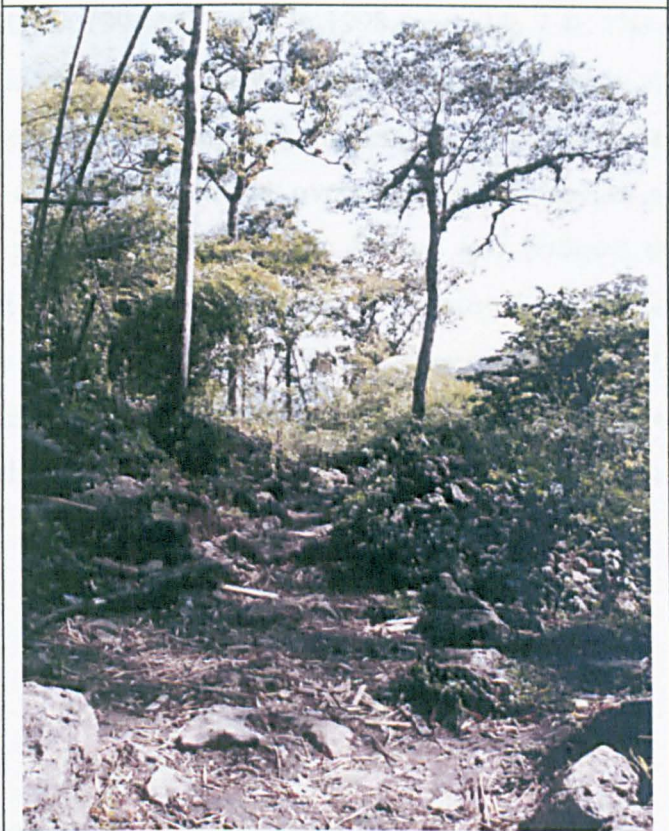


Fig. 7.10 Trail to Attractions (Photograph by B. Sitikarn)

The domestic tourism began to increase rapidly in the 1990s when documentaries of the destination were published by travel magazines. In addition to the variety of adventurous activities provided, the Karen culture became one of the main attractions in the area. The growth of tourism at this stage carried on with neither plan nor direction of how tourism should be developed. However, Umphang was a significant destination successfully promoted as 'A Model for Ecotourism'. In addition to the PATA Gold Award⁸² received in 1998 in the category of the Ecotourism/Travel Related Project, Umphang won the ASEANTA Award 1999⁸³ in the category of the Best Asean Conservation Effort. Thus it has received international recognition as an ecotourism destination.

As a consequence, the numbers of visitors to Umphang Wildlife Sanctuary (UWS) increased from 18,000 in 1994 to 25,400 in 1998 (see table 7.4). The excess number of visitors in relation to carrying capacity of the destination in terms of accommodation and tourist infrastructure caused negative impacts on environment of the area. This is because thousands of tourists camped overnight in the limited area with limited numbers of toilets provided by UWS, this littered and polluted the riverbank and surrounding areas. To mitigate the problems, UWS closed access by car to the UWS area during the rainy season (May-October). As a consequence, since 1998, the numbers of visitors to UWS have decreased (Table 7.4). Even so, the negative impacts on natural environment still exist. This is because the visitor numbers still exceed the capacity of the area.

⁸² The PATA Gold Awards 1998 was organised as part of the Annual Conference of the Pacific Asia Travel Association (PATA) on March 30, 1998 in Manila, Philippines.

⁸³ The ASEANTA Award 1999 was organised as part of the Conference of the ASEAN Tourism Association (ASEANTA) on January 28, 1999 in Singapore.

Table 7.4 Monthly Numbers of Visitors in Umphang during 1991-2001

Year Month	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
Jan	788	951	2,118	4,490	-	-	994	3,914	3,400	2,784	2,879
Feb	538	1,546	787	331	-	1,137	801	1,730	1,265	1,692	1,720
Mar	660	994	765	1,217	-	1,459	790	899	714	746	751
Apr	1,242	1,863	984	1,870	-	906	636	1,346	626	806	
May	317	322	365	134	-	454	444	666	268	235	
Jun	65	45	106	11	-	135	123	129	120	112	
Jul	-	50	71	24	-	-	166	254	327	348	
Aug	53	53	296	92	-	155	69	299	242	283	
Sep	51	88	87	96	-	80	77	148	165	135	
Oct	250	404	488	324	-	362	517	1,709	584	1247	
Nov	540	609	1,301	1,761	-	1,815	880	1,930	563	1077	
Dec	834	1,167	5,905	7,572	-	6,209	6,053	12,365	5,363	8567	
Total	5,338	8,092	13,273	17,922	12,000	12,716	11,500	25,389	13,637	18,032	

Source: Umphang Tourism and Conservation Club, Umphang, 2001 (Statistic recorded from the entry permission authorised by Umphang Wildlife Sanctuary)

To address the environmental threat of rapid tourism growth, in 1992 the local stakeholders organised themselves to manage tourism by establishing the Umphang Tourism Promotion and Conservation Club (UTPC). In 1994, a working group was set up by the TAT and stakeholders comprised both public and private sectors. These included the Tourism Authority of Thailand (TAT), the Royal Forestry Department (RFD), Umphang District Administration (UDA) and Umphang Tourism promotion and Conservation (UTPC). The main objective was to maintain the integrity of natural resources while promoting tourism. Ecotourism was seen as a contributor to natural resource conservation and preservation. To achieve these objectives, the strategies and policies established included: 1) to limit the number of overnight visitors that must not exceed 300 persons a day; and 2) to produce an ecotourism handbook for Umphang. In addition, there were seven operational plans with thirteen projects to be implemented during 1995-1998 (see Appendix 7.2 An Ecotourism Pilot Project).⁸⁴ However, personal interviews indicate that some of the projects have never been implemented. Some

⁸⁴ The total fund is £17,000 (one million baht) 900,000 Baht was a contribution from TAT and another 100,000 Baht from the Department of Agricultural Promotion.

projects were implemented but without any evaluation and auditing of whether the objectives were met or not. This has been evident in the locals' interviews:

'...Does Umphang deserve the PATA Gold Award and ASEANTA Award?...no, I don't think so. The project was justified from writing. No one really came to the site to see what really happened here before Umphang was awarded. In reality, not all projects were actually implemented and there is no evaluation for those which were implemented whether the objectives were really achieved...However, these two Awards had the consequence of increasing in number of visitors. 'More Visitors, More Money' is all what stakeholders want.

(The general view of most tour operators at Umphang Destination, January 2002)

In terms of people participation in the ecotourism project, it turned out that the local business entrepreneurs were the only group of the locals involved in the project (The case is discussed in 7.4.1). Responses from the interviews suggest that a comparison between the tourism situation before and after Umphang won two awards in 1998 and 1999, appears to show that following the awards, tourism impacts in the destination became more pronounced as has been evident in personal interviews:

'...Since Umphang won two Awards in 1998 and 1999, the number of visitors has been dramatically increasing. Thus everything was out of control...it is getting worse than ever. The natural resources have deteriorated while the conflict of interest among instigators increased...business owners, tour operators do not care any longer for the future of Umphang. What they tend to do now is how to make the best (most money) out from the situation...after all, most of them come from outside Umphang...Why should they care? After they got lots of money and tourism declined, they could just go back to their hometown.'

(The general view of most local residents at Umphang Destination, 2001)

As members of UTPC, the lodge owners and tour operators cooperate and frequently contribute towards maintaining the attractions, trekking path and the tourist facilities. As their business depends on proper management of Umphang Wildlife Sanctuary (UWS) and the Royal Forestry Department (RFD), they tend to be involved in long-term agreements with UWS division to participate in activities and projects that allocate

conservation initiatives, such as the planting of trees along the road, waste collection and road renovation. Further, the lodges actively contribute to trail maintenance, volunteer research programmes, clean-up days and the monitoring of visitor use, depending on the situation required. The UTPC receives financial benefits from the regulations which set out that visitors have to pay 16 pence (10 Baht) 'environmental fee' per person when they visit the Thee Lor Su waterfall and 50 pence (30 Baht) for the certification of 'Outstanding Ecotourist'⁸⁵ (Appendix 7.3 Certificate of Ecotourism in Umphang). The money collected is used to assist with maintenance of the resources, tourist facilities and waste management initiatives.

In practice, the management of tourist attractions and activities is undertaken by tour operators who seek to do it individually. At the time of writing, there are 30 licensed tour operators in Umphang; 21 among them provide both accommodation and tour organisation in the area. More than 80 per cent of the business owners came from other provinces such as Bangkok, Chonburi, Uthaitani and Kamphaengphet. They are able to invest in quality accommodation restaurants, tour companies and various channels of national and international tourist marketing. Personal interviews suggest that conflict of interest among tour operators has caused high competition and 'cut-throat' pricing and often the lower prices would be accompanied by low quality of services. The quality of services is seen as an important issue that may affect the number of visitors; low quality service is likely to decrease visitor numbers.

Respondents pointed out how in 1991 rubber boats were introduced to replace bamboo rafts as it was claimed that bamboo cutting could cause forest degradation as well as pollute the river. As a result, from being raft providers, the locals had to turn themselves to be daily employed by the tour operators instead. This is because they cannot afford to buy a rubber boat, which costs between £330-1400 (20,000-80,000 Baht) as suggested in the following comment:

⁸⁵ The certificate indicates that the visitors have travelled through 1,219 curves of the panorama road and undertaken Thee Lor Su rafting, sight seeing and trekking in Umphang.

'...I never like the idea of using rubber boat. It is so expensive. How can the locals afford to buy any of them? As a result, only rich tour operators can buy them...Of course we cut down bamboo but at the same time, we replanted them and it takes only about 2 years, then it can be cut again. I have been in this business for over 12 years and never have any problems...until TAT staffs came to Umphang and introduced rubber boat coupled with the blame on bamboo cutting. Do you know why they introduced rubber boat in all destinations in the country? ...A big person in TAT is a rubber boat dealer, the boats are imported...just imagine how much money involves in the business...'

(Personal Interviews of tour operators at Umphang Destination, January, 2001)

In addition, the replacement of bamboo raft caused a reduction in numbers of helmsmen as 1 bamboo raft and 2 helmsmen were required for 2 visitors whereas 1 rubber boat and 2 helmsmen were used for up to 10 visitors. However, among 30 tour operators, only one tour operator stand out against the replacement of bamboo rafts and continues using bamboo rafts as part of the trekking tour.

Concerning tourism marketing, personal interviews indicate that tourism marketing had been made through the publication of the ecotourism handbook for Umphang and implementation of Market Promotion and Public Relation Plans of TAT. As a consequence, the destination was recognised and numbers of visitors increased in Umphang. However, due to the hard competition among tour operators, they additionally do marketing through other channels, for example some tour operators made a contract with inbound tourist operators in Bangkok and Mae Sot and travel agencies abroad to provide them with clients. Some established their own base through direct marketing and public relations strategies, for example via the Internet, and advertise in travel magazines. Moreover, some set up their own travel agencies outside Umphang such as in Bangkok, Mae Sot and elsewhere and attended conferences and seminars in the field of tourism. In contrast, the indigenous people 'the Karen' were not capable of promoting and marketing tourism due to poverty and lack of knowledge and skill in marketing.

7.4.1 Participation: the Nature of the Involvement of Stakeholders in Tourism

Tourism in Umphang is the result of so-called collaboration between public and private sectors, local stakeholders and those outside Umphang. Tourism in Umphang is supposed to be the result of collaboration between public sectors, private entrepreneurs and local communities. However, this is not always successful (see pages 246-247 below). The key actors involved in tourism development in Umphang were both private and public sectors as well as villagers, private entrepreneurs and RED and UWS officers (See Table 7.5). However, RFD and UWS have an essential role to play as the attractions are situated in their areas of responsibility. As resource owners, they are responsible for maintenance of the sites including their conservation and preservation. Thus the regulations and code of conduct of whether and how the resources could be used (Appendix 7.4 The Regulations and Code of Conduct for Stakeholders in Umphang) were established under their direction. To achieve the goals of UWS and to rehabilitate the natural environment, the UWS is officially closed during the rainy season (May to October). The access is closed for all kinds of vehicle but it is possible to access the destination on foot.⁸⁶

⁸⁶ As a result, small groups of international visitors regularly visit Umphang. The majority of them are from Denmark. Their trips are organised via a travel agency in Denmark to experience undisturbed forest as well as escape from other overcrowded destinations.

Table 7.5 Stakeholders in Tourism Development in Umphang District.

Stakeholders	Involvement in Tourism Development
Public Sectors	-Tourism planning
Royal Forestry Department (RFD)	-Resource management
Umphang Wildlife Sanctuary (UWS)	-Visitors management
Local authority	-Set up regulations, policies
Tambon Administrative Organisation (TAO)	
Umphang District Administration (UDA)	
TAT	-Marketing, promoting the tourism products and conduct training for stakeholders such as tour guide training course.
The traffic Department of Border Police 347	-Tourist services
The Waterway Rescue Team of Border	
Private Sectors/ Private business entrepreneurs	-Tourism planning and activities operation
	-Marketing
	-Visitors management
	-Resource management
	-Tourist services and facilities through the provision of accommodation providers, car rental, restaurants, food and beverages, sale of souvenir
Local Residents	-Labourers and employees in tourist services such as guides, rafters, elephant mahouts, bus driver and employed in cleaning, cooking, gardening
	-Home stay provider
	-Elephants provider
	-maintenance the tourist destination
The Tourist Protection Volunteers	-Tourist services
The Tourist Center Officers	

Personal interviews suggest that tour operators were the most directly involved in tourism development in Umphang. They set up the UTPC to control the direction of tourism development in Umphang not only for the conservation of natural resources but also to protect their own benefits. All members want to take part in decision-making and

to influence tourism development directions. On the other hand, it was likely that they do not want to be on the committee as they need to spend their time on their own business. In recent years, serious conflict of interest took place as these operations are unlikely to be willing to co-operate in terms of financial benefits. As a result, the consensus of agreement was never met. As economic benefit is seen as the most important aspect, they just ignored the common agreement and operated tourism individually. This has been suggested by the tour operators' interviews, for example:

'...amongst 30 tour operators, they are informally divided into groups of local tour operators and tour operators who come from outside Umphang and do business here. They are not good friends to each other due to competition in business. The main conflict amongst them is competition and 'cut-throat' pricing ...only reason that some of them involve in UTPC is because of business purposes. They are known through meeting and being representatives of the club...to get more clients, they would do anything, even beyond common agreement and regulation of UTPC'

(The general view of most tour operators at Umphang Destination, 2002)

The successful promotion of tourism in Umphang was in the hands of TAT. Apart from marketing tourism both at national and international level, in addition to financial support, TAT supported tourism development through UTPC's operation as a consultant and facilitator in tourism management. For example, TAT introduced ecotourism to Umphang and supported the project until it won two international awards and helped to set up a working group in order to mitigate the conflicts between tour operators and solve problems caused by rapid tourism growth.

In terms of local participation, the study revealed differences between different groups of locals; Thai and Karen. Response from the interviews indicates that the involvement of most local Thai is not only limited at decision making level but also at employment level due to a lack of required skills in tourism business. The typical employment involves cooking, gardening and tour guides. A few of them are local tour operators and accommodation providers; but generally it is preferred to employ cheap Burmese labour rather than local Thai. At the same time, amongst the 25 villages of Karen, an

involvement of Karen at Palata village is the most significant in comparison with other Karen villages. This is because: 1) the village is situated relatively close to the town of Umphang, which is the starting and returning point of tourists activities; 2) most experienced mahouts and raft helmsmen live in the village; and 3) the majority of elephants used in tourist activities and services are owned by the villagers. Palata village is situated 27 km from the town of Umphang with a population of 448 living in 115 households. At the time of writing, the Elephant Club is established at Palata village in order to control price and queues for elephant riding. Personal interviews suggest that the Elephant Club is set up not only for the benefit of the locals but mainly for the benefit of tour operators in Umphang so that the price of elephant rent will be controlled. The situation of increase in price according to 'who pay most would get elephant for the ride' would be avoided. The competition between tour operators for elephants occurs when demand is higher than supply in the high season as there are only 45 elephants in the area. The elephant hire service was a contributor to the Karen's economy but only to those who own elephants. The general views of villagers and other stakeholders indicate that although local residents, the Karen, are the ones with the most knowledge about places, artefacts and tradition, more than that of outside experts, they are not included in any forms of decision-making. Instead, they are encouraged to be involved in tourism at only the manual labour level such as guides, elephant mahouts, porters and rubber boat helmsmen. However, the interviews suggest younger people are keen on working in the tourism enterprises.

The Umphang District Administration (UDA) as the local government authority responsible for community development, is another essential player in facilitating tourism development in the area. The main interest of UDA was to find solutions for poverty in the community and tourism was perceived as a means for alternative income generation for the community. As a result, UDA and other state agencies such as the Tambon Administrative Organisation (TAO), the Traffic Department of the Border Police 347, the Waterway Rescue Team of Border, the Tourist Protection Volunteers and the Tourist Centre Officers were actively involved in establishment of UTPC and its related activities. They made every effort to make tourism succeed.

The interviews and observations suggest the success of tourism promotion depends on the media, which has an essential role in marketing the tourism products in Umphang. The ecotourism project was advertised through several channels of travel magazines, radio, television and Internet.

7.4.2 Education and Conservation

Response from the interviews as shown below suggests that there is currently a lack of interpretation about the destination; this is likely to influence the quality of tourists' experiences.

'...actually, we are provided with good details of how to arrange the tour here and be prepared for it ...but what we miss most of all is the interpretation of environment and culture. As visitors, we want to learn more about the destination...not only undertake activities... we can do elephant riding, trekking and rafting elsewhere in NTd... '.

(The general view of most visitors at Umphang Destination, 2001)

Although attempts at education have been made through the implementation of ecotourism projects,⁸⁷ they were implemented without monitoring and evaluating their contribution and whether or not they contributed to education and conservation of the area. The observation also suggests that mechanisms for educating visitors to the destination about its history and natural environment are currently lacking. Observations showed the shortage of interpretation signposts in the destination area which would make it easier for visitors to get around and arrange their own activities. Additionally, visitors interviews, as shown above, suggest that the information visitors mainly received advised them to undertake services from licensed local tour operators. They were advised to either contact UTPC or tour agencies in Umphang in advance so that everything would be arranged for them. These suggest the most important requirement in this regard is visitor interpretation that provides visitors with information concerning the destination context. In addition to interpretation, regulations, guidelines and codes of conduct are required if conservation is going to take place.

⁸⁷ TAT's Ecotourism development plans. These two plans, the Human Resources Development and Preservation of Cultural Environmental plans aimed to contribute to education and conservation of the area (see details of their objectives in Appendix 7.1).

7.4.3 The Local Residents' Attitudes toward Tourism Development and Concept of Ecotourism

Personal interviews indicate that the local residents have differing attitudes toward tourism development in the area. Their perception is likely to be influenced by the degree of involvement in the business and benefit obtained. However, the majority of the respondents agree that tourism brings more money to the community than any other type of business or industry. Tourism brings jobs and money, and that is seen as more important than the problems they create. This has been suggested by the locals' interviews as in the following.

'...Tourism is great. We basically lived on farming. As a housewife, it was so difficult to run a family as we have a grand-daughter to look after. Her parents went to Bangkok to work. She rarely sent money home since living there also costs much money. So my husband and I have to take full responsibility for her. It was very difficult. However, since I work as a cook and earn 200 Baht a day and my husband is a tour guide and rubber boat helmsman, we become better off now. Life has become easier for us. We can afford to buy a motorcycle for my husband...not in cash though. Here you can buy anything and pay monthly within few years, 1-4 years as you like. Although the interest is high that can be up to 25%, we take the offer because we have no cash...We are happy that we can also buy some new cloth and sweets for the girl. We also want to send her to school in town but we need money. However, as long as tourism exists, we can do it...we want more visitors...It would be even better if they would come all year round...'

(The general view of most local female residents at Umphang Destination, 2002)

Since tourism has been introduced, there are better recreation and leisure facilities for local residents because the locals and other stakeholders help to support them. Visitors do not interfere with local peoples' use of entertainment, leisure and recreation facilities in the community. On the other hand, the improvement of infrastructure is not due to tourism as it has been part of the National Economic and Social Development Plans (NESDPs) since the communist insurgency in the area in 1960s. But the improved access clearly supports tourism. Further, the visitors are welcome to the community as the locals would like to meet people from outside the community and at the same time profit can be made by the local business entrepreneurs. However, though the elderly sometime feel unpleasantly over-crowded by visitors in the community, they still would

like an increase in visitor numbers as it is the way to increase their relative's income. Personal interviews also indicate that the respondents, not surprisingly, probably do not know or understand the academic definition of ecotourism. However, unlike in Huai Hee, some of them seem not to identify with the practice of ecotourism, as has been evident by the locals' interviews.

'...We do not care what kind of tourism is, we just want tourism that can bring visitors to the destination all year round...we want money more than anything else...money from tourist would help us out from the poverty...'

(The general view of most local residents at Umphang Destination, 2002)

On the other hand, some of them do seem to understand that in practice ecotourism is a type of tourism that not only contributes to the local economy but also contributes to natural resources and environment conservation. They believe that tourism in the community at the time of writing is ecotourism as they are convinced by the two awards obtained as the best ecotourism destination in the Asia Pacific region.

The success of ecotourism comes from the cooperation among stakeholders in the community. They perceive that long term success of ecotourism is an increase in numbers of visitors. Thus the income contribution in the community is maintained and the locals do not have to migrate for employment elsewhere. The expectation for ecotourism is that it would continue providing stable income to the local economy.

In terms of benefit sharing, general views of respondents suggest that profits are mostly allocated to the business owners. However, the locals are satisfied with income obtained as daily payment. The amount of payment would depend on the degree of involvement in the business 'more they work, more they earn'.

In Umphang, there are many restaurants and groceries in the area to serve visitors during their stay in the town centre or for preparing the trip. But most restaurants are owned by resort owners and tour operators as well as accommodation units that are provided in the form of guest-houses. Most lodge owners depend on business from

inbound tourist operators to provide a steady, predictable client base, while others have established their own base through direct marketing and public relations strategies. Ban Boran or Folk Houses is another provision for home-stay in Umphang. There are ten houses organised under TAT and UDA's financial support for the conservation and preservation of the locals' culture.

Along with the accommodation provided in the down town of Umphang, the Karen own and manage the enterprise known as Palata village which was established in 1997 to host visitors and organise the tours. Due to lack of experience in tourism management and marketing, the camp never had its own clients and was never experienced in tour organisation but instead the houses were let out to other tour operators when the number of their clients exceeded their accommodation capacity. The camp aims to involve the villagers in all stages of the tourism development process in order to achieve the income distribution and conservation of natural environment of the area as well as the Karen culture. The opportunities for involvement are so far dependent on the number of visitors visiting the site. The accommodation is provided in the form of home-stay with the Karen family, rented house and camping in the camp, situated at the end of the village. The number of clients is still relatively small.

Additionally, another remote Karen village, Ban Khotha, provides accommodation to visitors via tour operators in Umphang under the provision of 'village stay'. There are three houses provided in the community. The houses are located at the end of the village and owned by the locals. One house can host a maximum of 10 persons and costs between £58-83 Pounds (3,500-5000 Baht) per year for each house rental. Personal interviews indicate that 'village stay' has existed in the village since 1990 and it is perceived as not likely to have any impact on the local community as there is hardly any direct interaction between the locals and visitors who are mostly international visitors. In terms of economic contribution, it is probably beneficial only for the owners of the rented houses, grocery stores and elephants as the rest of the locals are not interested in tourism as their lives are basically dependent on forest and farming (see Figures 7.11-7.16).



Fig. 7.11 Palata Village, Umphang District
(Photograph by B. Sitikarn)



Fig. 7.12 ‘Home Stay’ at Palata Village, Umphang District
(Photograph by B. Sitikarn)



Fig. 7.13 ‘Tourism Group’ at Palata Village, Umphang District
(Photograph by B. Sitikarn)



Fig. 7.14 'Bonfire' at Palata Holiday Camp, Umphang District
(Photograph by B. Sitikarn)



Fig. 7.15 Kho Ta Village, Umphang District
(Photograph by B. Sitikarn)



Fig 7.16. 'Village Stay' at Kho Ta village, Umphang District
(Photograph by B. Sitikarn)

7.5 The Consequences of Tourism Development

The results of the study suggest that tourism development has caused both positive and negative impacts on the host community. They are demonstrated as follows.

7.5.1 Impacts on the Physical Environment

Personal interviews indicate that before the tourism era, the land in the area was part of conservation and protected areas and was in communal ownership and land-use practices, such as shifting agriculture, timber harvesting and hunting. Later the UWS claimed that these activities destroyed the natural resources and its environment. Thus tourism was introduced for alternative income generation in the area and an attempt was made to keep the local residents out of the forest. Although the locals receive alternative income it is not stable due to the seasonality of the business. For some of the locals especially the Karen, their life still depends on the forest.

Although there has been no scientific study undertaken on the impacts of tourism on the natural environment, evidence for this can be found by the arrival of thousands of visitors to Umphang during the peak season, long weekend and New Year holiday that exceed the capacity of accommodation provided in the area. An excessive number of visitors causes negative impacts on nature and the environment of the area in terms of an over-population of visitors, management of waste, insufficient amount of toilet facilities and damage to roads by vehicles (TAT, 1999, p.6). Since most tourist attractions are located in the UWS, the general views of respondents indicate that visits to the site and tourist activities are seen as major contributing factors to the declining natural resources, especially the degradation of the forest and its environment. This has been suggested by the UWS staff and tour guides in interviews as follows:

'...no we have not done any study on the tourism impacts on natural resources in the area due to lack of money and appropriate experts... Actually we don't need those data to know that our resources are deteriorated...we can see it obviously day by day. Didn't you see it on the way here that tourist activities such as elephant riding and trekking cause damages to the vegetation and its surroundings...especially when hundreds of visitors came over the long weekend...you don't believe it..there were garbage everywhere.'

(The general view of the UWS staff and tour guides at Umphang Destination, 2001)

This situation was conveyed to the then local state government and RFD, who were however mainly concerned for the maintenance of the significant tourist economy that had been built around Umphang. The causes of impacts are shown in Figures 7.17 to 7.22.



Fig. 7.17 Tourists to Waterfall (Photograph by B. Sitikarn)



Fig. 7.18 Dirt Road to Waterfall
(Photograph by B. Sitikarn)



Fig. 7.19 Road Erosion (Photograph by B. Sitikarn)



Fig. 7.20 Overcrowding by Visitors in UWS Area
(Photograph by B. Sitikarn)



Fig. 7.21 Inadequate Tourist Facilities
(Photograph by B. Sitikarn)



Fig. 7.22 Rubbish and waste are piled around UWS including forest, river, streams, waterfall and along the waterways. (Photograph by B. Sitikarn)

7.5.2 Impacts on the Society and Culture

The survey demonstrates that tourism development has caused some impacts on social relationships among the locals. For example in terms of friendliness and sincerity toward other people, they compete for the employment in the business. As a result of the conflict of interests and competition among tour operators, the employees would not have social interaction with others from other companies. This has been evident in the locals' interviews:

'...Since we work in the tourism business, we do not have many social interactions with others, as our boss is not a good friend with theirs. We are afraid of losing jobs. Besides, we do not have time either to participate in any social events as we are most of the time engaged with the job.'

(The general view of most local residents at Umphang Destination, 2001)

Because of the easy cash earned, the locals have more money to spend on alcohol. Thus it results in increasing alcoholism problems in the community. Recently, young people in the Karen communities have taken a keener interest in leading the tourist enterprises whereas older members prefer to maintain their traditional lifestyle of hunting and farming. In comparison to the occupations of previous generations, the occupations in the community have changed. The younger generations are rather keener on working for

visitors than farming. This could lead to changes in life style of the locals. However, the general views of respondents shown below suggest that without tourism, more young people would migrate to other big cities such as Bangkok for employment (see other evidence in Section 7.4.3).

'...Before tourism, many young people both men and women moved to Bangkok or Kanphaengphet to work and sent money home...parents left their children with grandparents. Since tourism took place, many of them returned home as they can get a job and earn money. Many young people went to study in other provinces and most of them returned to Umphang. They mostly engaged in tourism enterprise...actually, tourism is good. It helps to keep family together.'

(The general view of most local residents at Umphang Destination, 2001)

7.5.3 Impacts on the Economy and Employment

No statistical study has been previously undertaken on the tourism impacts on employment and income generation in the area. However, a common response from personal interviews indicates that tourism has become the largest income generator and job provider since the 1990s, requiring both full time and part-time staff. Total income generation annually (within the five months of the high season from October to February) is about £1million (60 million Baht).⁸⁸ The direct income to the local residents is generated through the provision of accommodation providers, car rental, restaurants, guides, rafters, elephant mahouts, bus drivers, sale of souvenirs, the provision of food and beverages and others through employment in the business. They all seem to accept that jobs created by tourism are high status jobs compared to the income and conditions of work in other blue-collar jobs in the area such as labour in building construction.

The employment is in the hands of business owners and the locals are mostly employed in the business only when they are needed, depending on numbers of tourists. To some extent, loyalty to the employer would result in having priority to be employed. The

⁸⁸ Mr Narong Kamphree, a president of Ecotourism and Conservation Club, December, 2001; Tour Operators and business entrepreneurs, Pers. Comm. February 2002.

employment wage rate depends on the responsibilities and employers. However, the general agreement on wages is as follows:

- Guide to Thee Lor Su waterfall- £5 (300 Baht) per day;
- Guide to Thee Lor lae waterfall- £3.3 (200 Baht) per day;
- Rubber boat helmsman- £2.5-5 (150-300 Baht) per day depending on distance;
- Guide for a short trip in the village £1.5-3.3 (100-200 Baht) per day;

In addition, employment can be arranged on a monthly basis such as cook and gardener. The salary is between £33-50 (2,000-3,000 Baht) per month.

Personal interviews also suggest that employees at the destination earn between £3.3-6.5 (200 –400 Baht) a day during high season (October to February). It is considered to be good income in the area and some of them earn much more as they also have their own business such as guesthouse owner, home-stay provider, transport provider, food vendor or tour operator.

The general views of the respondents also suggest that, on one hand, tourism development consequences are an improvement of income, standard of living, family life, employment opportunities, housing condition and opportunity for relaxation and entertainment. But on the other hand, the cost of living and property has increased. However, at the present, in addition to importing other skilled people from outside the community, illegal employment has been taking place in the last few years and is tending to increase. This has been suggested in the locals' interviews:

'...Many resort owners import other people to do the work at the destination. They said we don't have the appropriate skills...they believe we cannot learn...In contrast, the refugees are employed for the unskilled work because it is much cheaper than to employ us.'

(The general view of most local residents at Umphang Destination, 2002)

The locals fear that their employment will be soon replaced by Burmese labourers as increasing numbers of Burmese illegally migrate to Umphang. Their salary is between

£8-10 Pounds (500-700 Baht) per month and they are willing to do any kind of jobs. In comparison to the salary for Thai, it is much lower -paid employment. As a result, some guest-house owners and tour operators would rather employ Burmese than Thai. This could have consequences of unemployment amongst the locals. Otherwise, they may have to choose either working with little pay or being unemployed.

7.6 The Visitors' Perceptions

Five hundred questionnaires were handed to tour operators in the town of Umphang. One hundred and ninety three questionnaires were returned and analyzed by using SPSS. The results of the visitor surveys are presented in Tables 7.6-7.14.

The majority of respondents were between 25-34 years old (59 per cent) and most of them were Thai (61 per cent). The number of females is much higher than male. The proportion of inclusive holiday respondents is higher than independent holiday respondents and a high proportion of respondents travelled in groups and arranged the activities via tour operators (Table 7.6). This indicates that most visitors undertook a package tour with everything arranged in advance.

Table 7.6 Respondents' Tourist Characteristics and Other Related Variables in Umphang Destination

Respondents' Demographic Characteristics	Umphang Destination Per Cent
Age	
18-24	25
25-34	59
35-44	13
45-54	2
Above 55	8
Total	100 (n=193)
Sex	
Male	40
Female	60
Total	100 (n=193)
Type of holiday	
Inclusive holiday	55
Independent holiday	45
Total	100 (n=193)
Traveling	
In a group	65
Independently	35
Total	100 (n=193)
The organisation of activities	
Via tour operator	60
Made own travel arrangement	40
Total	100 (n=193)
Nationality	
Thai	61
Overseas	39
Total	100 (n=193)

Source: questionnaire survey 2001-2002

Note: in all cases, population is 193 (n =193)

Additionally, a rather high proportion of respondents who visited Umphang knew and decided to visit the destination because of information obtained from travel agencies, though some respondents knew it through friends who had already visited the site and some from travel magazines while the minority had information via the internet. The majority of respondents stayed between 1-3 days at the local accommodation (guesthouses) provided at the destination and were unlikely to wish to return to the destination (98 percent). The response from the interviews suggests that although they like Umphang and its tourism product, they wish to visit other destinations to experience something new. For those who want to return to Umphang, they want to experience its beautiful unspoiled natural environment and re-take activities such as rafting, trekking, elephant riding, waterfall visit, bonfires, wild life watching and

experiencing the destination at other seasons. In addition, they want to spend more time with the locals, especially the Karen, enjoy the place and relax (Tables 7.7 and 7.8).

Table 7.7 Duration of Stay at Destination and the Respondents' Expectation of Returning to Umphang Destination

	Umphang Destination Per Cent
Duration of Stay in Destination	
1-3 days	57
4-5 days	27
6-9 days	12
More than 9 days	4
Total	100 (n=193)
Accommodation	
Hotel	11
Guesthouse	71
Home-stay	1
Others	17
Total	100 (n=193)
Respondent's wish of returning to the same destination	
Yes	2
No	98
Total	100 (n=193)

Source: questionnaire survey 2001-2002

Note: in all cases, population is 193 (n =193)

Table 7.8 Factors Influencing Respondents' Decisions to Choose a Holiday in Umphang Destination

Decisions Determination towards Holiday	Yes Per Cent	No Per Cent	Total Per Cent
Travel agency	48	52	100 (n=193)
Friends	42	58	100 (n=193)
Travel magazine	37	63	100 (n=193)
Word of mouth	25	75	100 (n=193)
Internet	1	99	100 (n=193)

Source: questionnaire survey 2001-2002

Note: in all cases, population is 193 (n =193)

7.6.1 The Respondents' Reasons for Visiting Umphang Destination

The data in Table 7.9 indicate that the most important features providing the main reasons for visiting Umphang were the natural environment of the area, the interest in culture, the climate, with many reliant on word-of-mouth recommendation from people who had already visited the places, and some of them visited Umphang because it was part of the educational programme. The most popular tourist activities are river rafting, trekking, and elephant riding (Table 7.10).

Table 7.9 Respondents' Reasons for Visiting Umphang Destination

Attitude Statement	Agree Per Cent	Neutral Per Cent	Disagree Per Cent	Total Per Cent
The natural environment of the area	96	0	4	100 (n=193)
Interest in the local culture	77	0	23	100 (n=193)
The climate	65	26	19	100 (n=193)
Word of mouth (many people talking about it)	61	27	12	100 (n=193)
It is part of the education program	44	20	36	100 (n=193)
The price	35	40	25	100 (n=193)

Source: questionnaire survey 2001-2002

Note: in all cases, population is 193 (n=193)

Table 7.10 The Respondents' Tourist Activities Undertaken at Umphang Destination

Activities	Yes Per Cent	No Per Cent	Total Per Cent
Rafting	93	7	100 (n=193)
Trekking	87	13	100 (n=193)
Elephant riding	53	47	100 (n=193)
Karen Culture	7	93	100 (n=193)

Source: questionnaire survey 2001-2002

Note: in all cases, population is 193 (n=193)

Although the local culture was the second most important reason for visiting (77 per cent, Table 7.9), in fact the organisation of activities and accommodation meant that few visitors engaged in activities with the Karen culture.

7.6.2 Respondents' Experiences at Umphang Destination

In terms of relationship with the local population and the activities at the destination, the visitor survey (Table 7.11) indicated that during their visits to Umphang, the respondents had an opportunity to contact with and observe the life of the locals but not in depth. Most of them did not have an opportunity to participate in local events. However, some respondents did participate in local events and found that the local culture is quite different from their own. They asked the local people for help or advice about the destination and felt that they were welcome in the village. At the same time, many respondents did not meet any locals with whom they intended to keep in contact in the future.

Table 7.11 Respondents' Experiences at Umphang Destination

Experiences Obtained in Ecotourism Destination	Much Per Cent	Little Per Cent	None Per Cent	Total Per Cent
Did the local make you feel welcome?	79	17	4	100 (n=193)
Is the local culture different from your own?	64	0	36	100 (n=193)
Have you asked the local people for help or advice?	47	37	16	100 (n=193)
Have you had any contact with local people?	42	50	8	100 (n=193)
Did you participate in local events?	31	0	69	100 (n=193)
Have you met any local people with whom you intend to keep contact in the future?	25	32	43	100 (n=193)

Source: questionnaire survey 2001-2002

Note: in all cases, population is 193 (n =193)

7.6.3 Respondents' Attitudes to Holiday Experiences at Umphang Destination

Data summarized in Table 7.12 suggest that the majority of respondents perceive the activities undertaken, such as jungle trekking, elephant riding, river rafting and camping, as having contributed to their educational experience and which develops their

understanding and appreciation of the place even though there is not much education and interpretation of natural, social and cultural environment (see Section 7.4.2 Education and Conservation). They had opportunities to make contact with local people through local guides and some made contact in the local restaurant or pub during their visit. However, they faced difficulty in making contact with the Karen due to the language barrier as most Karen cannot communicate in other languages.

Further, visitors hoped to gain more knowledge, experience and learn about local people but they did not have time to participate in any local cultural events due to time constraints. They did engage with tourist activities which were arranged as part of the package tour in advance. However, they were satisfied with good local hospitality and local food. They suggested that the cultural events should be included in the package tour.

According to their expectations, the activities should incorporate local culture, values and tradition as well being representative of local knowledge and practice. In addition to promoting socio-cultural pride of the locals and encouraging respect for local ideology and heritage, the activities should contribute to environmental conservation at the destination. Additionally, the Table suggests that a large proportion of respondents like to talk to the local residents and purchase local goods, which contribute to encourage interaction between the respondents and the local residents to learn about each other. This kind of interaction would contribute to better understanding of the local society and culture that is different from their own.

In terms of accommodation, the respondents prefer to stay in small, locally owned accommodation rather than a large hotel and eat the local cuisine at local restaurants if possible. The data also indicate that the respondents would purchase local products if they have a chance to interact with the local residents.

Table 7.12 Respondents' Attitudes to Holiday Experiences at Umphang Destination

Attitudes Related to Holiday Experiences	Agree Per Cent	Neutral Per Cent	Disagree Per Cent	Total Per Cent
I would be happy to stay in small, locally owned accommodation rather than a large hotel.	86	0	14	100 (n=193)
I like to talk to the local people of the destination.	80	17	3	100 (n=193)
The activities I undertake contribute to my educational experience, which develops my understanding and appreciation of the place.	80	14	6	100 (n=193)
The activities I undertake contribute to my better understanding of the local society and culture that is different from my own.	79	15	6	100 (n=193)
I always try to eat the local cuisine at local restaurants.	74	18	8	100 (n=193)
The activities I undertake encourage my respect for local ideology and heritage.	74	0	26	100 (n=193)
I wish to learn about the culture of destination.	73	22	5	100 (n=193)
The activities I undertake encourage interaction between myself and the local people to learn about each other.	73	19	8	100 (n=193)
The activities I undertake incorporate local culture, values and tradition in my expectation.	69	22	9	100 (n=193)
The activities I undertake are representative of local knowledge and practice.	66	24	10	100 (n=193)
The activities I undertake contribute to environmental conservation in the destination.	65	22	13	100 (n=193)
I often purchase locally goods (products).	64	26	10	100 (n=193)
The activities I undertaken promote socio-cultural pride of the local residents.	63	23	14	100 (n=193)
I like to spend time with the local people of the destination.	60	0	40	100 (n=193)
I always eat meals at my hotel/guesthouse.	38	31	31	100 (n=193)

Source: questionnaire survey 2001-2002

Note: in all cases, population is 193 (n=193)

7.6.4 The Respondents' Satisfaction with Holiday Experiences at Umphang Destination

During their stay out at the destination, the respondents were most satisfied with the local hospitality, the friendliness and local cuisine. In addition to satisfaction with the demonstration of tradition and culture of the local people, the large proportion of respondents was most satisfied with the local accommodation. In terms of transportation, a large proportion of respondents were satisfied with transport and price of local products (Table 7.13).

Table 7.13 Respondents' Satisfaction with Umphang Destination

Satisfaction in Relation to Destination	Good Per Cent	Moderate Per Cent	Bad Per Cent	Total Per Cent
The friendliness of the local people	94	0	6	100 (n=193)
Food	88	10	2	100 (n=193)
Local accommodation	86	13	1	100 (n=193)
Service in shops	61	35	4	100 (n=193)
Transport	60	32	8	100 (n=193)
Price of local products	60	40	100	100 (n=193)
Demonstration of tradition and culture of the local people	52	35	13	100 (n=193)

Source: questionnaire survey 2001-2002

Note: in all cases, population is 193 (n =193)

7.6.5 The Respondents' Attitudes to Tourism Development at Umphang Destination

The overall results of the survey and personal interviews of visitors at Umphang suggest that, in addition to the experience of 'some-thing different', most visitors expected to gain more knowledge about the destination in terms of natural environment and its conservation, local culture and their knowledge and ecotourism. They were satisfied with guides, food and comfortable accommodation. The respondents perceive ecotourism as adventure tourism that involves taking part in activities in the natural

environment. While they found that tourist activities undertaken were exciting they felt that these activities did not fulfill their wish of gaining more knowledge about the destination though they had opportunity to experience beautiful and unspoiled natural resources and environment. They wish to learn more about the destination and its ecosystem, wild life and the local culture, which differs from their own. But at the end of the day, it was important to them to find accommodation and toilet that were clean.

However, a common response from the interviews indicates that where tourist destinations in Umphang had been more fully developed for tourism with better quality hotels and tourist facilities, the majority of the respondents would refuse to visit the destination. They believe that the development will cause environmental and cultural degradation as happened in other destinations which have 'lost it's own charm'. The destination should be maintained as it is now. They pointed out that the motivation of visiting other places is because of the desire of experiencing something different, 'unlike at home' especially untouched destinations (by visitors). Further, they wish to travel and live fairly primitively in order to see nature on its own terms. Additionally, it is believed that good roads will bring excessive numbers of visitors to the destination. Their activities may cause negative impacts on the natural environment and the local residents' society and culture. As a result, peace and atmosphere of the destination will be completely destroyed as well as the environment, first impressions and the local residents' charm.

Nevertheless, some visitors (above) would prefer it if the tourist facilities could be improved such as better toilets and tourist infrastructures (easy access). If possible, the improvement or new development should not too much degrade the natural resources. They suggested that the destination should provide different kinds of facilities for different groups of visitors so that they have alternative options. These thus seem to be some contradiction in tourists' views on this point, which raises the question of aiming tourist provision at particular types of visitors.

Generally the responses suggest that the three best things respondents experienced during the visit to this destination were: 1) beautiful unspoiled natural resource and

environment; 2) local people and their hospitality and unspoiled Karen culture; and 3) the tourist activities. Further, their expectations towards tourism development in the area in next 10 years were identified as: better tourist infrastructures including service of helicopter for passengers between Tak-Umphang; and conservation of local culture and natural resources.

7.7 Summary

Tourism in Umphang is on the one hand perceived as a great contributor to the local economy but on the other hand, it is seen as causing negative impacts on natural resources of the area as well as society and culture of the locals communities. Based on the outcomes of the study as concluded in Table 7.14 below, the management of tourism is subject to collaboration among stakeholders, The key actors involved in tourism development in Umphang were both private and public sectors including the local residents, private entrepreneurs, local authorities, TAO, UDA, TAT, RED and UWS officers. However, RFD and UWS have an essential role to play as the resource owners. The tourism club 'UTPC' was established to tackle problems caused by tourism and to control the direction of tourism development in Umphang, not only for the conservation of natural resources but also to protect their own benefits. As a result, profits are mostly allocated to the business owners and the locals are involved in tourism only at the manual level and being employed in the business only when they are needed. At the present, in addition to importing other skilled people from outside the community, illegal employment of Burmese has increased, as it is much lower-paid labor in comparison with the local residents.

Table 7.14 Summary of Findings of Ecotourism Situation in Umphang Based on Assessment Criteria Established for the Present Study (Chapter 3)

The Key Indicators of Sustainable Tourism	Umphang
	Yes
Activities	
Nature based activities	/
Culture based activities	/
Create interaction between host community and tourists	/
Help to preserve local traditions	
Existing Infrastructure	
Difficulty in traveling to an area	/
Channels of information available to promote and inform ecotourism within the region	/
The provision of shopping/local products	
Entertainment facilities	/
Provision of suitable accommodation	/
Water	/
Power	/
Sewage system	/
Tourism Planning and Management	
Private sector	/
Public sector	/
Local community	
NGOs	
Local Economic Generation	
Provide employment opportunity for local communities	/
Provide local ownership	/
Long term benefits	
Environment and economy integration	
Coordinate all elements to optimize local economic benefits	
Distribute local economic benefits-revenue sharing	
Recognize local service/ efforts	/
Create markets for local products	/
Encourage profits to be used for conservation and preservation efforts	
Use local material and labour to keep money in local economy	
Conservation	
• <i>Environmental Goals</i>	
Resource benefits	
Prevention of resource degradation	/
Supply-oriented management	/
Promote recognition of the values of resource and accept the resource on its own terms	
Emphasise the importance of natural environment to sustain tourism	/

(continued)

Table 7.14 (continued) Summary of Findings of Ecotourism Situation in Umphang Based on Assessment Criteria Established for the Present Study (Chapter 3)

The Key Indicators of Sustainable Tourism	Umphang
	Yes
Use site-specific development	/
Design facilities and utilize equipment that conserve energy	
Practise recycling, reducing and reusing	
Emphasize development that is cost- effective with minimum strain on natural resources	
Preserve vegetation, reduce deforestation whenever possible	
Use local knowledge and practices	
Ensure that the underlying ethics of responsible environmental practices are not only to the external (natural and cultural) resources, which attract the tourists, but also to their internal operations.	
Provide long-term benefits to the resources, local community and industry(benefits may be conservation, scientific, social, cultural or economic)	
• <i>Social and Cultural Goals</i>	
Improve quality of life	/
Improve standard of living	/
Improve infrastructure	/
Increase security in life	/
Planning (not only concentrate on economic development but emphasise the demand for unspoiled environment and consideration of the needs of local residents),	
Increase education opportunity,	/
Conservation with equity	
Promote moral and ethical responsibilities and behaviour towards the natural and cultural environment	
Provide first hand, participatory and enlightening experiences	/
Promote socio-cultural pride by organizing community programmes	
Incorporate local culture values and traditions	
Respect local ideology and heritage	
Provide opportunities for hosts and guests interaction	/
Education Provision	
Involve education among stakeholders such as local communities, government, non-government organisations, industry and tourists (before, during and after the trip)	
Link profits to community programs, education and environmental awareness	/
Interpretation material	
Local Participation	
Promote local participation as much as possible	
Create opportunities for local empowerment	
Convey a sense of local ownership and leadership	

(continued)

Table 7.14 (continued) Summary of Findings of Ecotourism Situation in Umphang Based on Assessment Criteria Established for the Present Study (Chapter 3)

The Key Indicators of Sustainable Tourism	Umphang
	Yes
Create opportunities for group projects	
Create opportunities for the locals to control and manage valuable natural resources	
Promote understanding and involve partnerships between stakeholders	/
Cooperation between local community and other stakeholders	
Definition of Ecotourism and Perception of Stakeholders towards Ecotourism (understanding of ecotourism term)	
Local Community	
Private sectors	/
Public Sectors	/
NGOs	

Due to the strong competition for business and the economic concern, many stakeholders can not be concerned about the principle of ecotourism. Whether the so-called 'successful ecotourism' as internationally recognized in Umphang would contribute to sustainability of the destination or not is analysed and discussed in comparison with other case study communities in Chapter nine. The chapter also presents a comparative critical evaluation of visitors' attitudes toward tourism in the three study communities.

The next chapter sets out a case study of Mae Ta Man tourist destination. It is another form of 'ecotourism' that is managed by a private business enterprise.

CHAPTER EIGHT

Case Study of Mae Ta Man Destination, Chiang Mai Province

8.1 Introduction

To provide a better understanding of ecotourism in Mae Ta Man village, the first part of this chapter sets out the background of the destination including its physical and demographic characteristics. The main part of the chapter presents the findings of field work undertaken in Mae Ta Man during 2000 to 2002.

8.2 Physical Characteristics and Background of the Case Study

Chiang Mai is situated 700 km from Bangkok and can be reached by Highway No A1. The province covers an area of approximately 20,107 km² (Figures 8.1), with 1,600,000 inhabitants (Appendix 8.1 Population of Chiang Mai Province). 80 per cent of the people are locals by birth and speak a regional dialect, with a further 20 per cent made up of Thai nationals and foreigners, who migrate to work, study or retire, and a minority group of hill tribe people.⁸⁹ Approximately 48 per cent of the population engage in agricultural cultivation. Chiang Mai is the second largest administrative area of the country and it is the capital of the northern region. It is administratively divided into 22 districts and 2 sub-districts⁹⁰ (Population and Housing Census, 2001).

As discussed in a previous section (Section 4.5.1, Geographical Context of northern Thailand), Chiang Mai is similar to other parts of the region, a semi-tropical rain forest area consisting of mountains, forests, intermontane basin, and floodplains with an average elevation of 310 metres above sea level. Thailand's highest mountain (2,565 meters) is Doi Inthanon situated in Doi Inthanon national park which has high potential for tourism. This is because of its natural resources and diversity of hill tribe people. It receives a high proportion of the tourists in Thailand. Essential attractions that boost

⁸⁹ The hilltribe people are living in the mountainous districts surrounding Chiang Mai such as districts of Omkoi, Mae Chaem, Chiang Dao and Mae Ai.

⁹⁰ These include: Muang Chiang Mai, Chiang Dao, Doi Saket, Fang, Hod, Mae Chaem, Mae Tang, Phrao, San Kamphaeng, San Sai, Wiang Haeng, Chaom Thong, Doi Tao, Hang Dong, Mae Ai, Mae Rim, Omkoi, Samoeng, San Pa Tong, Saraphi, Chai Prakan and Mae Wang, Mae On sub-district and Doi Lo sub-district.

tourism in Chiang Mai are the distinct history, religion, the rich cultural heritage of various hill tribe groups including Mhong, Yao, Karen, Lesu, Akha and Lahu. Each tribe has its own unique culture, tradition and life styles, which is of interest to both foreign and Thai visitors (TAT, 1997).

Following the government's National Economic and Social Development Plans (see Section 4.3 above), a tourism development policy has been implemented in Chiang Mai in order to generate jobs and income contribution. Thus a diversity of tourist experiences in National Parks and historical sites has been provided, while the scope of activities has expanded to promote the cultural heritage, history, folk arts and crafts and natural environment of Thailand throughout the country. These activities have led Chiang Mai to become a mass tourist attraction with impacts on the physical, social, economic and built environment (TAT, 1999).

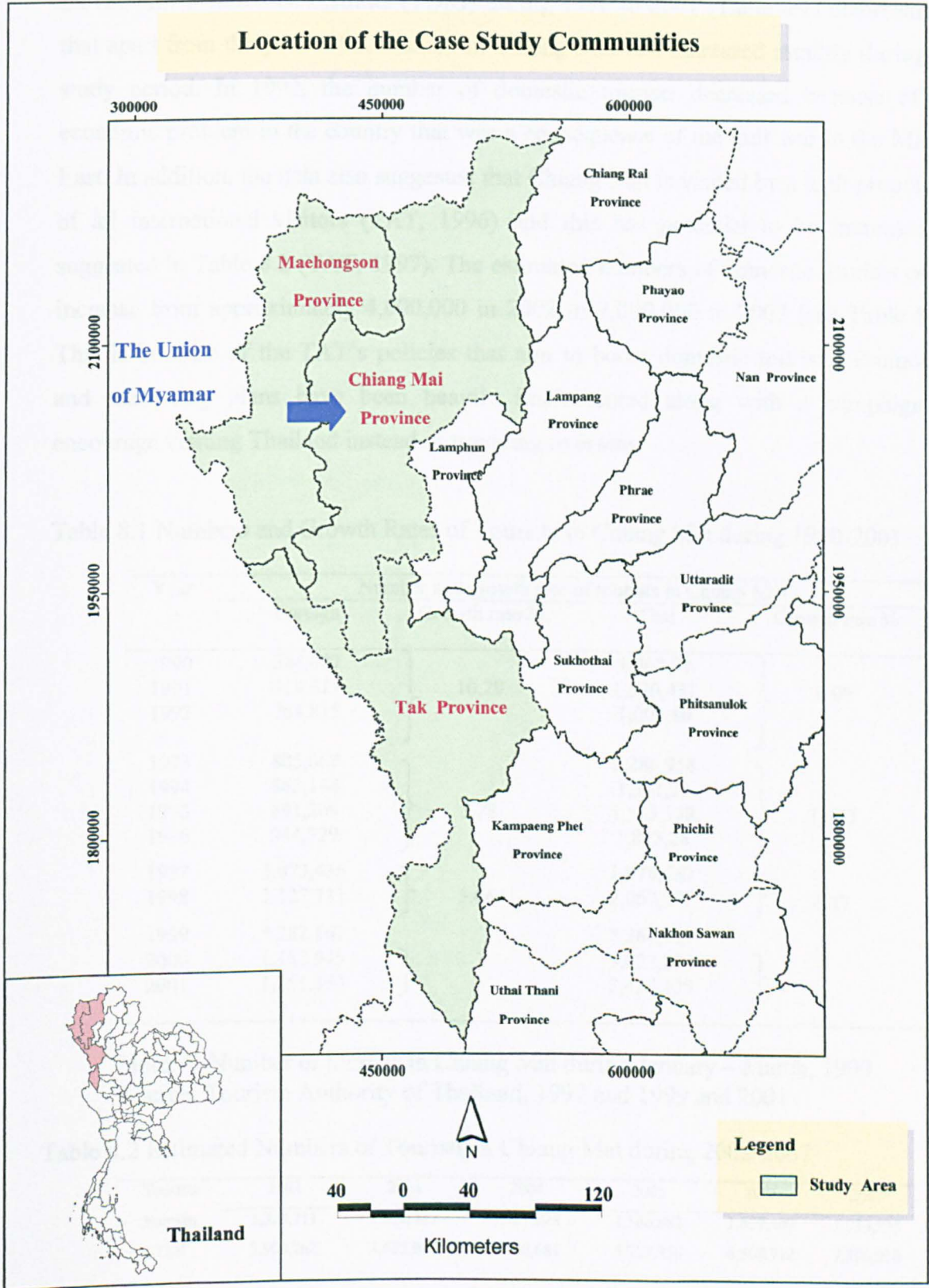


Figure 8.1 Location of Chiang Mai Province

A survey of tourists in Thailand undertaken by TAT and a study by the Thailand Development Research Institute (TDRI) during 1990 to 2001 (Table 8.1) demonstrated that apart from the year 1992, tourism in Chiang Mai had increased steadily during the study period. In 1992, the number of domestic tourists decreased because of the economic problem in the country that was a consequence of the gulf war in the Middle East. In addition, the data also suggested that Chiang Mai is visited by a high proportion of all international visitors (TAT, 1996) and this has potential to be increased as suggested in Table 8.2 (TAT, 1997). The estimated numbers of domestic tourists could increase from approximately 4,000,000 in 2002 to 7,000,000 in 2007 (see Table 8.2). This is because of the TAT's policies that aim to boost domestic tourism. Promotion and marketing plans have been heavily implemented along with a campaign to encourage visiting Thailand instead of traveling overseas.

Table 8.1 Numbers and Growth Rates of Tourists in Chiang Mai during 1990-2001

Year	Number and growth rate of tourists in Chiang Mai			
	Foreign	Growth rate %	Thai	Growth rate %
1990	584,087	10.29	1,803,37	0.09
1991	414,327		1,320,431	
1992	764,815		1,003,80	
1993	805,067	5.78	1,286,958	13.63
1994	865,144		1,321,16	
1995	891,209		1,545,138	
1996	944,729		1,813,28	
1997	1,073,436	5.06	1,978,682	4.47
1998	1,127,731		2,067,077	
1999	* 282,167		* 264,779	
2000	1,182,945		3,023,274	
2001	1,251,350		3,435,425	

Note: * Number of tourists in Chiang Mai during January – March, 1999
Source: Tourism Authority of Thailand, 1997 and 1999 and 2001

Table 8.2 Estimated Numbers of Tourists in Chiang Mai during 2002-2007

Tourists	2002	2003	2004	2005	2006	2007
Foreign	1,323,711	1,400,257	1,481,228	1,566,882	1,657,489	1,753,335
Thai	3,903,762	4,435,946	5,040,681	5,727,856	6,508,712	7,396,018

Source: Tourism Authority of Thailand, 1997

The growth in numbers of tourists visiting Chiang Mai was evident in the increase in the number of bed spaces in the form of hotels, motels, bungalows, resorts and guesthouses. However, in Chiang Mai hotels are the most significant and widely recognised form of overnight accommodation and have become one of the key elements of most package holidays (TAT, 1997).

In terms of ecotourism development in Chiang Mai, it is claimed by the private entrepreneurs that ecotourism has been implemented in the village of Mae Ta Man since 1995. Mae Ta Man is situated in Mae Taeng district, 52 km. north of Chiang Mai, it is approximately a one hour drive from the city of Chiang Mai (Figure 8.2 below). Total land area of the village is 373 km² and it is surrounded by forest, mountains and rivers. Due to its natural resources and closeness to Chiang Mai, the village receives heavy investment in tourism development especially from the private sector. At the time of writing there were three private elephant camps in the area: Mae Ta Man Elephant Camp, Mae Taeng Elephant Camp⁹¹ and Jungle Raft Elephant Camp. Tourist activities in the village comprise elephant shows, logging demonstrations, elephant riding, Oxcart riding, trekking and bamboo rafting.

⁹¹ The former name was Elephant Nature Park

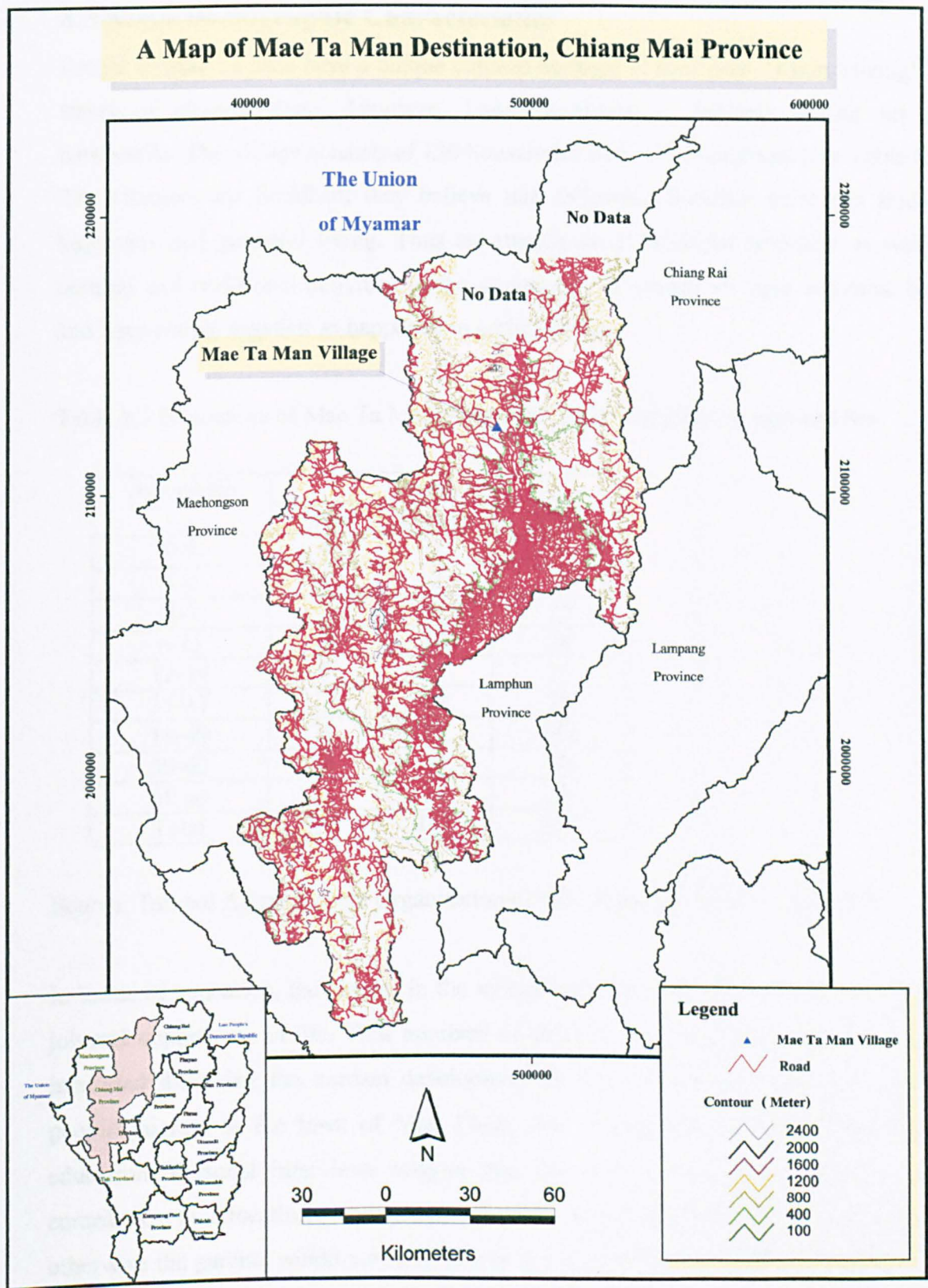


Figure 8.2 Location of Mae Ta Man Destination, Chiang Mai Province

8.3 Socio-Demographic Characteristics

People in Mae Ta Man have a unique cultural heritage of their own 'Khon Muang'⁹² in terms of clothes, dress, language, Lanna architecture, festivals, acting art and handicrafts. The village consists of 130 households with 317 inhabitants (see Table 8.3). The villagers are Buddhist; they believe that following Buddhist teachings leads to happiness and peaceful living. Thus an attendance at Buddhist activities as well as cultural and traditional activities in the community is crucial as these activities bring and keep people together as happened in earlier times.

Table 8.3 Population of Mae Ta Man Village in 2002, Classified by Age and Sex

Age group	Population		
	Male	Female	Total
0-1	4	1	5
1-2	1	2	3
3-5	7	8	15
6-11	14	10	24
12-14	9	7	16
15-17	12	12	24
18-49	79	89	168
50-60	16	14	30
60 up	13	19	32
Total	155	162	317

Source: Tambol Administrative Organisation (TAO), Ministry of the Interior, 2002

In terms of education, the parents in the village wish for their children to have a better job and opportunity in life. Thus numbers of children attending higher education have increased following the tourism development in the community. Most of the young people migrate to the town of Mae Taeng and Chiang Mai for further and higher education. Personal interviews suggest that the income generated by tourism is a contributor to educational opportunity for the young members of the community, otherwise the parents would not have money for their children's higher education. This was evident in the local residents' interviews as follow:

⁹² 'Khon Muang' is the name for local Thai people who originally lived in the North Region of Thailand.

'...to get education in town is expensive. We need cash for the study fee and all expenses. We would never be able to do it without income from tourism...of course we want our offspring get high education so that they would have more possibilities in live and to get a good job.'

(The general views of most residents at Mae Ta Man destination, September 2001)

Mae Ta Man's economy was based on agriculture. However, for a decade tourism development in the community has provided the local residents with alternative jobs and employment. At present, at least one person from each household is employed at the elephant camps and the rest when it is needed. They are employed to work at the restaurant, souvenir shop including the services, cleaning and gardening or as elephant mahouts and ox cart-care takers and river rafting helmsmen. They perceive tourism as an essential alternative income contributor as most local residents cannot do any farming because of problems of forest degradation, and lack of water for any kind of agriculture. The local residents claim that elephants are causing these problems. Further, the local residents find that working in the tourist industry gives them more secure money than working in the field. Thus they have sold their farmland to outsiders such as the 'elephant camp owners' so that it can be used for elephant treks. Consequently, there are only about 30 out of 130 families who still grow rice, flowers, cabbages and other cash crops and only 3-4 families are local owners of rice paddies. Now the locals' economy is completely dependent on tourism. Without tourism they all would face economic problems because they do not have any more land for farming nor have any other income for living. This has been evident in the local residents' interviews below:

'... I have been working as a cook in the camp since 1998 and earn 2,500 Bath a month. I am the only cook employed at the camp while my husband is employed as an elephant mahout with a salary of 3,000 Bath...every day I have to cook five different kinds of food for lunch...and sometimes cook for more than 200 guests a meal. The salary of both of us is just enough for the minimum living as we have a nine year-old son to take care of. I want to send him to school in town...I can have only a day off in a year on 15 of April...in any reason, if I have to take some days off, I will be fined 100 Bath a day. Otherwise, I must find someone to work for me and pay for it myself...However, we are willing to work there instead of undertaking blue collar work in the city...if one day the elephant camps do not exist in the village, my husband has to migrate to town for an employment.'

(Mrs Amporn, 25 year old, a local resident at Mae Ta Man, September 2002)⁹³

A common view of the interviews suggest that apart from the local residents, other hill tribes people (Chan and Lesu) from other areas are also employed in the camps especially as bamboo raft helmsmen and the elephant mahouts as it is much lower-paid employment. The locals' fear is that their employment will be soon be replaced by those immigrant people.

8.4 Tourism Context

Tourism development first took place in 1990 with the investment of a business man from Chiang Mai. He owned the most famous elephant camp in Chiang Mai (Mae Sa Elephant Camp) and also aimed to provide visitors the facility of bamboo rafting at Mae Ta Man. Later, due to an excessive number of visitors at the Ma Sa elephant camp, the elephant riding was provided in combination with bamboo rafting. Then in 1995, the second elephant camp was established and promoted as an ecotourism destination, the ox-cart riding was first introduced, and the third elephant camp was set up shortly after that. The elephant camps are privately owned by the outsiders.

Figures 8.3-8.8 show that Mae Ta Man provides various tourist activities including elephant demonstrations, jungle elephant riding and river rafting. From the visitors'

⁹³ The interview took place with a few of her neighbours who were in the same situation. This point of view was agreed among them.

point of view, the best experience in Mae Ta Man was the elephant riding through rivers and over the rain-forest.

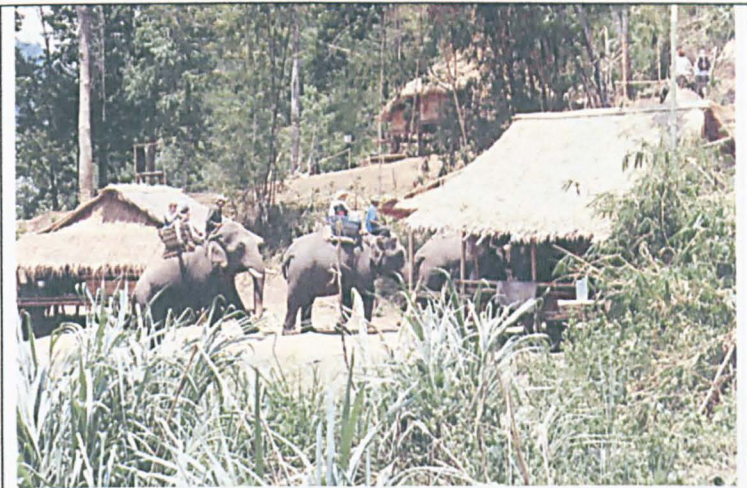


Fig. 8.3 Elephant Riding (Photograph by B. Sitikarn)



Fig. 8.4 Bamboo Rafting (Photograph by B. Sitikarn)



Fig. 8.5 Ox-cart Riding (Photograph by B. Sitikarn)



Fig. 8.6 Elephant Show (Photograph by B. Sitikarn)



Fig. 8.7 Souvenir Shop (Photograph by B. Sitikarn)

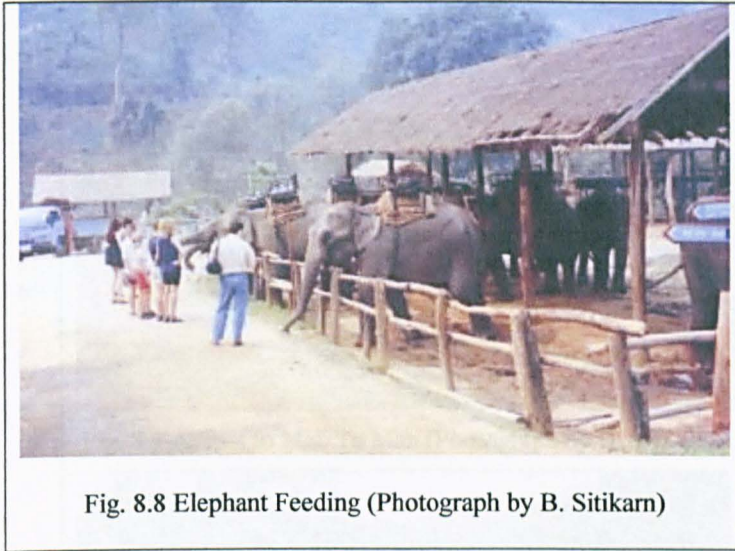


Fig. 8.8 Elephant Feeding (Photograph by B. Sitikarn)

As the nature of tourism in Mae Ta Man is a day visit, there is no accommodation provided for visitors in the destination. Most of the visitors stayed in Chiang Mai and organised the tour via travel agencies either in Chiang Mai or abroad as a package tour with lunch included. Thus the elephant camps run the restaurants aiming to serve their clients lunch. Additionally, there are a few locals who own small restaurants but their main clients are the local residents, tourist bus drivers and guides. In terms of shops, the camps have their own souvenir shops in combination with sale of refreshment and employ the local residents as shop assistants (Fig. 8.7).

Figures 8.9-8.10 show that the access to Mae Ta Man is quite easy in comparison to other case study locations. To visit the site, private transport is required due to the lack of public transport direct from Mae Taeng district to Mae Ta Man destination. The majority of the local residents have motorcycles for their own transportation, and a few of them have utility trucks.



Fig. 8.9 Access to Mae Ta Man (Photograph by B. Sitikarn)



Fig. 8.10 Transport to Mae Ta Man 'Mass Ecotourism'
(Photograph by B. Sitikarn)

8.4.1 Participation: the Nature of the Involvement of Stakeholders in Tourism

According to the nature of tourism and local context of the destination, a common response from the interviews and observation indicate that the development of tourism in Mae Ta Man is totally in the hands of the 'outsiders' as private business entrepreneurs. The local residents' involvement in tourism is only at the manual labour level. The decision making on tourism development and management and its activities are in the hands of the elephant camp owners. In this respect, tourism development in Mae Ta Man has been implemented without any participation of the local people.

Table 8.4 Stakeholders in Tourism Development in Mae Ta Man Destination

Stakeholders	Involvement in Tourism Development
Private Sectors/ Private business entrepreneurs	-Tourism planning and activities management -Visitor management -Resource management -Marketing -Tourist services and facilities through the provision of restaurants, food and beverages, sale of souvenir
Local residents	-Laborers and employed in tourist services such as rafters, elephant mahouts, cleaning, cooking and gardening

8.4.2 Education and Conservation

Although the structure and design of tourist activities and facilities in Mae Ta Man seem to provide visitors with experience to observe the physical environment and the local culture, a common response from the interviews indicates that mechanisms for educating visitors to the destination about its history and natural environment are currently lacking. This happened during 1-2 hours elephant trekking in the forest and the village. The study suggests the most important requirement in this regard is visitor interpretation of the destination and its environment. This has been evident in the visitors’ interviews:

‘...What we miss most of all is the interpretation of environment and culture. As tourists, we want to learn more about the destination...not only undertaking activities... we would love to spend more time in the village and contact with the local residents but we cannot do now as we had no time.’

(The general view of most visitors at Mae Ta Man Destination, September 2001)

8.4.3 The Local Residents' Attitudes toward Tourism Development and Concept of Ecotourism

Personal interviews suggest different attitudes of the local residents toward tourism development in the area. Their perception is likely to have been influenced by the degree of involvement in the business and benefit obtained. The local residents perceive tourism as an agent that causes both positive and negative impacts to the community. In addition to a contribution to employment opportunities, income generation and the standard of living, better recreation and leisure facilities, it causes forest degradation and changes in lifestyle of the locals:

'... We are taken advantage of but we have no other choices...we know most of the money is allocated to the elephant camp owners and travel agencies. In low season, my boss took a round the world trip and often travels abroad...if we could choose, we would prefer not to have elephant camps in our village and become tourist attraction...before tourism, our lives were not only based on farming but also from the forest, where provided us what we need for basic living. We did hunting and collecting daily food products from forest ...now we cannot do that as there is nothing there for us, no tree, no food, no animal...We need money for surviving'

(The general view of most villagers at Mae Ta Man Destination, September 2001)

However, the majority of the respondents agree that tourism creates jobs and brings more money to the community than any other type of business or industry. They believe that it is more important than the problems they create. Since tourism has been introduced, there are better recreation and leisure facilities for villagers because the locals and the elephant camps owners help to support them. Visitors do not interfere with local peoples' use of entertainment, leisure and recreation facilities in the community. On the other hand, the improvement of infrastructure was not for the purpose of tourism as it has been part of the National Economy and Social Development Plans (NESDPs). Nevertheless the improved access contributes to the success of tourism. Additionally, at the time of writing, the villagers were satisfied with the presence of visitors and wish for continued increase in visitor numbers so that they can be assured of the future employment.

In terms of ecotourism, as evidence shows below, the local residents do not know about ecotourism and it is not seen as an important issue according to their interest.

'...We've never heard about ecotourism. We have no idea what it is about... We want any kind of tourism that can bring more regular visitors so that we could be assured for the employment.'

(The general view of most villagers at Mae Ta Man Destination, September, 2001)

A response from the interviews suggests the recognition of the essential role of the private sector. The management of tourism in Mae Ta Man destination includes; management of tourist attractions, activities, visitors, marketing and maintenance of site; all these are in the hands of private business entrepreneurs. It is regularly arranged under provision of the elephant camp owners who usually seek to do it individually. However, in some circumstances they may collaborate in terms of sharing the expense and labour. The success of visitor management also depends on the business entrepreneurs in Chiang Mai as transport providers and tour operators. When visitors arrive in the destination, the procedure would include: firstly, they are greeted by staff and then watch a demonstration of elephants and their strength; secondly, undertaking 1-2 hours of elephant riding in the jungle and back to the camp by ox-cart riding; thirdly, having one hour break for lunch at the camp and finally undertaking one hour bamboo rafting along the Mae Taeng river. The visitors would be picked up by the tour company vehicle and returned to their hotel in Chiang Mai. This tour package has been carried on since 1995.

In terms of tourism marketing, this was carried out individually and through different channels but mostly through tour operators and by making a contract with inbound tourist operators in Chiang Mai, Bangkok and travel agencies abroad to provide clients. Some entrepreneurs established their own base through direct marketing and public relations strategies via the Internet and advertisement in travel magazines. Moreover, some set up their own travel agency in Chiang Mai and Bangkok and elsewhere.

8.5 The Consequences of Tourism Development

The results of the research indicate that tourism development in Mae Ta Man destination has probably caused both negative and positive impacts on the host community.

8.5.1 Impacts on the Physical Environment

As in other destinations, no statistical study has been previously undertaken on the tourism impacts in the destination area, response from the interviews suggests that tourism causes negative impacts on the natural environment in Mae Ta Man and its surrounding area. Figures 8.11 to 8.13 indicate that tourism has resulted in forest degradation because elephants are set free in the forest to feed themselves. One elephant eats about 300 kg. of leaves, branches and bamboo a day and at the time of writing, there were about 70 elephants in the area. Although the trees are replanted, they do not have a chance to grow. This has been evident in the local residents' interviews (see also Figures 8.11- 8.13):

'...We stop cutting tree ages ago...there is no logging business in the area as it is illegal...Look at the mountain, there is hardly any big tree there...elephants has been either eating or breaking them. The camp owners planted new teak trees but when elephant walked in, they were dead.'

(The general view of most villagers at Mae Ta Man Village, September 2001)



Fig.8.11 Teak Plantation (Photograph by B. Sitikarn)

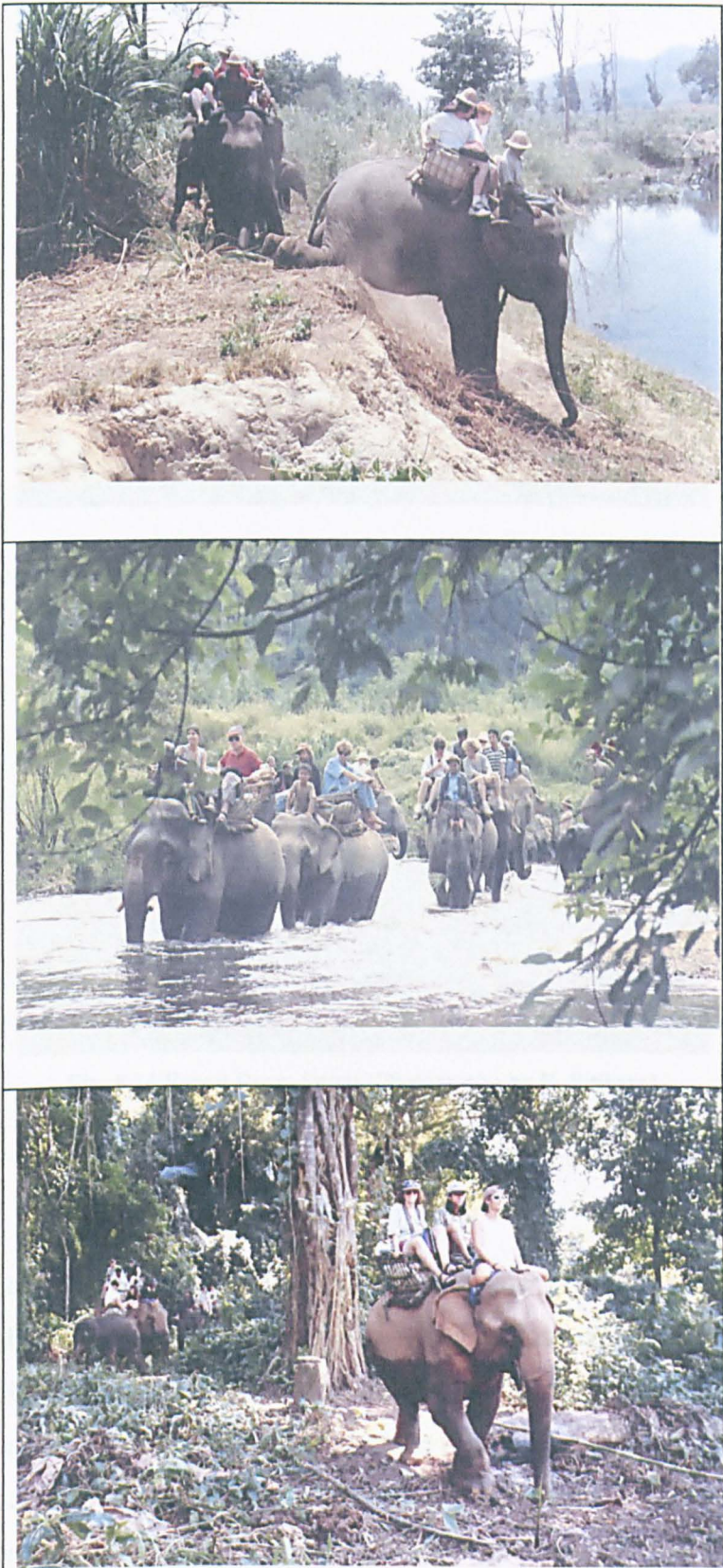


Fig. 8.12 Elephants
‘Cause of Forest Degradation’ (Photographs by W. Chaiyakarn).



Fig. 8.13 Forest Degradation (Photographs by B. Sitikarn)

Note: the absence of any large trees and sparseness of cover

Forest degradation may not only effect the traditional way of life of the locals. It also has effects on the biodiversity of the area in terms of loss of species of plants and wildlife that could affect the balance of the ecosystem. Due to trampling by elephants, soil becomes compacted and cannot absorb water; new plants cannot grow. This may have resulted in drought in the area and its surroundings through excessive run-off. The villagers perceive that as long as elephants are in the area, the problems of forest degradation would never be solved. This has been suggested by the local residents interviewed (Section 8.4.3 and below):

'...Before tourism, we could collect mushrooms and other food products from forest and around the village but now if you look at the soil, it is hard because of elephants footsteps, no any plant can survive...we also have problem with drought even though not in dry season. We think it is because of the forest degradation in the area...money become the key for surviving these days...what a pity!...'

(The general view of most villagers at Mae Ta Man Destination, September 2001)

Moreover, tourism development has also caused changes in landuse patterns in the community because villagers are employed in the camps and get stable and better paid income compared with working in the fields. So the farmlands are sold to the investors and the outsiders. New owners use the land for houses and resort construction. The general response from the interviews suggests that without tourism development in the area, the local residents would not have sold all of their farmland because their lives depend on the land.

8.5.2 Impacts on the Society and Culture

The working conditions were such that the local residents were engaged at work every day. They did not have time to join any local activities, even the funerals in the village. Consequently, they lived independently and did not have as much contact with each other as when they were farmers as has been evident in the local residents' interviews:

'...Since we work in the elephant camps, we participate in neither Buddhist ceremonies nor cultural and social activities as we do not have a vacation. We work 7 days a week...at the end of the day, we are tired and want to stay at home and sleep...we have to be up by 5 am to fetch elephants from the forest and get ready for the first ride at 7 am...'

(The general view of most villagers at Mae Ta Man Village, September 2001)

However, from working in the camps, residents can afford to buy televisions, radios, motorcycles and other common goods. This could also have consequences in changing the relationships between the locals themselves as they have their own interests and activities to do at home such as watching television. Further, due to income obtained

from tourism, the local residents could afford to improve or build new houses and have better living conditions as seen in the Figures 8.14–8.15 below.



Fig. 8.14 Housing Condition
(Unimproved-bamboo house and zinc roof)
(Photograph by B. Sitikarn)



Fig. 8.15 Housing Condition
(Improved-teakwood house and tile roof)
(Photograph by B. Sitikarn)

The interviews also suggest that tourism development has caused both negative and positive impacts on the local community. Some social relationships within their community are changing negatively such as increase of conflict amongst villagers due to the competition for employment. On the other hand, negative behaviour such as alcoholism and drug addiction is largely seen to be on the decrease because the residents work so hard. Thus, it is regarded as an improvement (positive change) of social behaviour in the community, which has been shown in the local residents' interviews:

'...We are engaged at working every day from early morning till late afternoon. However, the good thing about this is...we stop drinking as we cannot afford to be drunk, otherwise we may lose the job...We cannot afford to lose the job now as we are in big debt. We bought many things for the house like TV, fridge, rice cooker etc and must pay it off every month with 20-25% of interest. It is normal thing that every body do here. It is like a competition as when...sees the neighbour bought new thing to the house, some want to have it too... Oh yes, we want to send our children to high school in Chiang Mai that would cause a lot of money too ...'.

(The general view of most villagers at Mae Ta Man Village, September 2001)

To some villagers, tourism had caused the destruction of the traditional living style, the 'self-sufficient community', which is considered to have been the better way of living.⁹⁴

According to the nature of tourist activities as a day visit, the visitors were all the time engaged in the activities. Thus they did not have time to make contact with the locals unless with those who were employed in the destination. As a result, there was no interaction among visitors and villagers. This has been evident by visitor surveys as demonstrated in Table 8.8.

8.5.3 Impacts on the Economic and Employment

As in the other destinations, there is no statistical study on the tourism impacts on employment and income generation in the community. However, a typical response from the interviews suggests that, on one hand, tourism as an economic function is seen as a positive influence in community development as it creates positive impact on income and the standard of living. However, in employment terms, it had led to competition for employment between the local residents. On the other hand, tourism causes an increase in price of goods and productions, land and property in the community. Though residents receive more income and the standard of living has increased, the cost of living is higher. This has been evident from the local residents' interviews:

⁹⁴ Mrs Amporn, 25 year old and her neighbours, local residents at Mae Ta Man destination, Pers. Comm., December 2001

'...Though we have stable income and earn more cash, every thing has become more expensive too. Now we cannot afford to buy land and build the house...many rich people from Bangkok and Chiang Mai have their second home here.'

(The general view of most villagers at Mae Ta Man Village, September 2001)

8.6 The Visitors' Perceptions

The results show that the majority of respondents interviewed were between 25-34 years old. The number of males visiting Mae Ta Man is slightly higher than female. The proportion of independent holiday respondents is much higher than inclusive holiday respondents. Trips were organised through tour operators either in Chiang Mai or from the home country. During the visit to Mae Ta Man, respondents stayed between 2-5 days in hotels at the town of Chiang Mai and took a day visit to the destination. It is noticeable that respondents were primarily overseas visitors and travelled independently (Table 8.5). They were mostly from England, Australia, France, Germany, Spain, Italy, the Netherlands, China, Japan and Malaysia.

Table 8.5 Respondents' Tourist Characteristics and Other Related Variables in Mae Ta Man Destination

Respondents' Demographic Characteristics	Mae Ta Man Destination Per Cent
Age	
18-24	5
25-34	38
35-44	24
45-54	24
Above 55	9
Total	100 (n=100)
Sex	
Male	54
Female	46
Total	100 (n=100)
Type of holiday	
Inclusive holiday	35
Independent holiday	65
Total	100 (n=100)
Travelling	
In a group	44
Independently	56
Total	100 (n=100)
The organisation of activities	
Via tour operator	84
Made own travel arrangement	16
Total	100 (n=100)
Accommodation	
Hotel	93
Guesthouse	5
Home-stay	2
Others	0
Total	100 (n=100)
Duration of Stay in Destination	
1-3 days	47
4-5 days	45
6-9 days	7
More than 9 days	1
Total	100 (n=100)
Nationality	
Thai	0
Overseas	100
Total	100 (n=100)

Note: In all cases, population is 100 (N=100)

A rather high proportion of respondents visited and decided to visit the destination because of information obtained from travel agencies (76 per cent). Some respondents knew of it through friends who had already visited the site and some from travel magazines while the minority had accessed information through the internet. The majority of respondents were unlikely to wish to return to the destinations as they want to visit other destinations to experience new things. The results of the study also suggest that of those who want to return to Mae Ta Man, they want to do elephant riding, as

they did not do it at the first visit because the elephants were fully booked (Tables 8.5 and 8.6).

Table 8.6 Respondents' Expectation of Returning to the Mae Ta Man Destination

Issues	Yes Per Cent	No Per Cent	Total Per Cent
Respondent's wish of returning to the same destination	13	87	100 (n=100)

Note: In all cases, population is 100 (N=100)

Table 8.7 Influences which Determined Respondents' Decisions to Holiday in Mae Ta Man Destination

Decisions Determination towards Holiday	Yes Per Cent	No Per Cent	Total Per Cent
Know about the destination			
Travel agency	76	24	100 (n=100)
Word of mouth	47	53	100 (n=100)
Friends	36	24	100 (n=100)
Travel magazine	33	67	100 (n=100)
Internet	15	85	100 (n=100)

Note: In all cases, population is 100 (N=100)

8.6.1 The Respondents' Reasons for Visiting Destination

The results from the survey (Table 8.8) indicate that the most important features providing the main reasons for visiting Mae Ta Man were the natural environment of the area, the local culture, with many reliant on word-of-mouth recommendation from people who had already visited the places. The most popular tourist activities are trekking, river rafting, and elephant riding (Table 8.9).

Table 8.8 Respondents' Purposes of Visiting Mae Ta Man Destination

Attitude Statement	Agree Per Cent	Neutral Per Cent	Disagree Per Cent	Total Per Cent
The natural environment of the area	89	0	11	100 (n=100)
Interest in the local culture	86	0	14	100 (n=100)
Word of mouth (many people talking about it)	53	14	33	100 (n=100)
The warm weather	47	38	14	100 (n=100)
It is part of the education program	16	19	65	100 (n=100)
The price	32	28	40	100 (n=100)

Note: In all cases, population is 100 (N=100)

Table 8.9 Respondents' Tourist Activities Undertaken at Mae Ta Man Destination

Activities	Yes Per Cent	No Per Cent	Total Per Cent
Trekking	100	0	100 (n=100)
Rafting	78	22	100 (n=100)
Elephant riding	78	22	100 (n=100)

Note: In all cases, population is 100 (N=100)

8.6.2 Respondents' Experiences at Mae Ta Man Destination

In terms of relationship with the local population and the activities at the destination, the results of the visitors survey (Table 8.10) indicate that during the respondents' visit to Mae Ta Man, there was no interaction between hosts and visitors. This holds true with the nature of tourism in the area (one day visit to destination). However, during the trip, the respondents had a chance to observe the life of the local residents and they realised that local culture is different from their own. In some cases where the interaction took place between visitors and those who work at the destination, they feel that they were welcome but they do not intend to keep contact in the future.

Table 8.10 Respondents' Experiences at Mae Ta Man Destination

Experiences Obtained in Ecotourism Destination	Much Per Cent	Little Per Cent	None Per Cent	Total Per Cent
Is the local culture different from your own?	100	0	0	100 (n=100)
Did the local make you feel welcome?	16	0	84	100 (n=100)
Have you had any contact with local people?	0	64	36	100 (n=100)
Did you participate in local events?	0	25	75	100 (n=100)
Have you asked the local people for help or advice?	0	2	98	100 (n=100)
Have you met any local people with whom you intend to keep contact in the future?	0	16	84	100 (n=100)

Note: In all cases, population is 100 (N=100)

8.6.3 The Respondents' Attitudes to Holiday Experiences at Mae Ta Man Destination

Data contained in Table 8.11 indicate that a large proportion of the respondents who visited Mae Ta Man did not wish to learn about the culture of the destination and have no interest in interacting with the local residents. However, the majority of respondents felt that undertaking tourist activities provided them with a better understanding of the locals' ways of life. It is seen as a contribution to their educational experience as it was something new and different from what they were used to. As a result, they believe that they have learned something about the local culture and that produced a better understanding of the local context. The data also indicate that the respondents would purchase local products if they had a chance to interact with the local residents. In terms of accommodation, the respondents prefer to stay in small, local owned accommodation rather than a large hotel and eat the local cuisine at local restaurants if possible. However, in practice the meal is already included with the trip arranged through the tour operator.

Table 8.11 Respondents' Attitudes to Holiday Experiences at Mae Ta Man Destination

Attitudes Related to Holiday Experiences	Agree Per Cent	Neutral Per Cent	Disagree Per Cent	Total Per Cent
The activities I undertaken promote socio-cultural pride of the local residents.	94	5	1	100 (n=100)
I always eat meals at my hotel/guesthouse.	93	6	1	100 (n=100)
The activities I undertake contribute to environmental conservation in the destination.	91	8	1	100 (n=100)
I would be happy to stay in small, locally owned accommodation rather than a large hotel.	89	0	11	100 (n=100)
The activities I undertake encourage my respect for local ideology and heritage.	88	0	12	100 (n=100)
The activities I undertake are representative of local knowledge and practice.	88	8	4	100 (n=100)
The activities I undertake incorporate local culture, values and tradition in my expectation.	87	11	2	100 (n=100)
I always try to eat the local cuisine at local restaurants.	78	18	4	100 (n=100)
The activities I undertake contribute to my educational experience, which develops my understanding and appreciation of the place.	52	20	28	100 (n=100)
I wish to learn about the culture of destination.	13	29	58	100 (n=100)
I often purchase locally goods (products).	10	14	76	100 (n=100)
I like to talk to the local people of the destination.	1	9	90	100 (n=100)
I like to spend time with the local people of the destination.	1	0	99	100 (n=100)
The activities I undertake contribute to my better understanding of the local society and culture that is different from my own.	1	10	89	100 (n=100)
The activities I undertake encourage interaction between myself and the local people to learn about each other.	0	6	94	100 (n=100)

Note: In all cases, population is 100 (N=100)

8.6.4 The Respondents' Satisfaction with Holiday Experiences at Mae Ta Man Destination

During travel in the destination, respondents were most satisfied with the local hospitality, the friendliness and local cuisine. Moreover, a large proportion of respondents were satisfied with the transport and price of local products but not with service in the shop and the demonstration of the local traditional culture as it was not part of activities undertaken (Table 8.12).

Table 8.12 Respondents' Satisfaction with Mae Ta Man Destination

Satisfaction in Relation to Destination	Good Per Cent	Moderate Per Cent	Bad Per Cent	Total Per Cent
Transport	100	0	0	100 (n=100)
Price of local products	86	0	14	100 (n=100)
The friendliness of the local people	81	0	19	100 (n=100)
Food	61	24	15	100 (n=100)
Service in shops	33	28	39	100 (n=100)
Demonstration of tradition and culture of the local people	0	0	100	100 (n=100)

Note: In all cases, population is 100 (N=100)

8.6.5 The Respondents' Attitudes to Tourism Development at Mae Ta Man Tourist Destination

A typical response from the interviews suggests that most visitors expected to gain more knowledge about the destination in terms of natural environment and its conservation, local culture and their knowledge. They were satisfied with the guide, food and trip and service provided. They found that tourist activities undertaken were exciting but did not fulfill their wish of gaining more knowledge about destination. Though they had opportunity to experience beautiful natural resources and environment they wished to learn more about the destination and its ecosystem.

The interviews indicate that if Mae Ta Man were more fully developed for tourist accommodation and tourist facilities, the majority of the respondents would not stay overnight at Mae Ta Man. They suggest that there should not be any further development of the destination. Otherwise it may lead to a decrease in the number of visitors as they would generally avoid over-developed destinations. However, it is believed that numbers of visitors would not much effect the destination. Their activities may to a certain extent cause negative impacts on natural environment but not on the locals' society and culture. However, some visitors would prefer it if the tourist facilities such as toilets there could be improved.

8.7 Summary

For the past decade, tourism in Mae Ta Man has been in the hands of the 'outsiders' as private business entrepreneurs. The local residents are involved in tourism only at the manual labour level. Due to the disappearance of the agricultural option, tourism is perceived as an essential alternative income mainstay contributor as it provides the local residents with alternative jobs and employment opportunity. However, at present, some local employment is replaced by other hilltribes people (Chan and Lesu) from other areas due to their being much lower-paid labour in comparison to Thais.

Base on the outcomes of the study as summarized in Table 8. 13 below, tourism in Mae Ta Man is likely to have caused both negative and positive impacts on the host community. It is on one hand perceived as a contributor to the locals' income generation and distribution. But on the other hand, it causes negative impacts on natural resources, changes in landuse pattern, society and culture of the area. Thus whether the mass tourism as fully owned and managed by private entrepreneurs is either ecotourism or a contributor to sustainability of the destination is questionable.

Table 8.13 Summary of Findings of Ecotourism Situation in Mae Ta Man Based on Assessment Criteria Established for the Present Study (Chapter 3)

The Key Indicators of Sustainable Tourism	Mae Ta Man
	Yes
Activities	
Nature based activities	/
Culture based activities	
Create interaction between host community and tourists	
Help to preserve local traditions	
Existing Infrastructure	
Difficulty in traveling to an area	
Channels of information available to promote and inform ecotourism within the region	/
The provision of shopping/local products	
Entertainment facilities	
Provision of suitable accommodation	
Water	/
Power	/
Sewage system	/
Tourism Planning and Management	
Private sector	/
Public sector	
Local community	
NGOs	
Local Economic Generation	
Provide employment opportunity for local communities	/
Provide local ownership	
Long term benefits	
Environment and economy integration	
Coordinate all elements to optimize local economic benefits	
Distribute local economic benefits-revenue sharing	
Recognize local service/ efforts	/
Create markets for local products	
Encourage profits to be used for conservation and preservation efforts	
Use local material and labour to keep money in local economy	
Conservation	
• <i>Environmental Goals</i>	
Resource benefits	
Prevention of resource degradation	/
Supply-oriented management	/
Promote recognition of the values of resource and accept the resource on its own terms	
Emphasise the importance of natural environment to sustain tourism	

(continued)

Table 8.13 (continued) Summary of Findings of Ecotourism Situation in Mae Ta Man Based on Assessment Criteria Established for the Present Study (Chapter 3)

The Key Indicators of Sustainable Tourism	Mae Ta Man
	Yes
Use site-specific development	/
Design facilities and utilize equipment that conserve energy	
Practise recycling, reducing and reusing	
Emphasize development that is cost- effective with minimum strain on natural resources	
Preserve vegetation, reduce deforestation whenever possible	
Use local knowledge and practices	
Ensure that the underlying ethics of responsible environmental practices are not only to the external (natural and cultural) resources, which attract the tourists, but also to their internal operations.	
Provide long-term benefits to the resources, local community and industry(benefits may be conservation, scientific, social, cultural or economic)	
• <i>Social and Cultural Goals</i>	
Improve quality of life	/
Improve standard of living	/
Improve infrastructure	/
Increase security in life	/
Planning (not only concentrate on economic development but emphasise the demand for unspoiled environment and consideration of the needs of local residents),	
Increase education opportunity,	/
Conservation with equity	
Promote moral and ethical responsibilities and behaviour towards the natural and cultural environment	
Provide first hand, participatory and enlightening experiences	/
Promote socio-cultural pride by organizing community programmes	
Incorporate local culture values and traditions	
Respect local ideology and heritage	
Provide opportunities for hosts and guests interaction	
Education Provision	
Involve education among stakeholders such as local communities, government, non-government organisations, industry and tourists (before, during and after the trip)	
Link profits to community programs, education and environmental awareness	
Interpretation material	
Local Participation	
Promote local participation as much as possible	
Create opportunities for local empowerment	
Convey a sense of local ownership and leadership	

(continued)

Table 8.13 (continued) Summary of Findings of Ecotourism Situation in Mae Ta Man Based on Assessment Criteria Established for the Present Study (Chapter 3)

The Key Indicators of Sustainable Tourism	Mae Ta Man
	Yes
Create opportunities for group projects	
Create opportunities for the locals to control and manage valuable natural resources	
Promote understanding and involve partnerships between stakeholders	
Cooperation between local community and other stakeholders	
Definition of Ecotourism and Perception of Stakeholders towards Ecotourism (understanding of ecotourism term)	
Local Community	
Private sectors	/
Public Sectors	
NGOs	

The next chapter presents the analysis of tourism and the comparison of visitors' attitudes toward tourism in the three case study communities of Huai Hee, Umphang and Mae Ta Man. The conclusion and discussion of the study is presented in Chapter Ten.

Part Four

Analysis, Synthesis and Recommendations

Chapter Nine Analysis of the Findings

Chapter Ten Conclusions and Discussion

CHAPTER NINE

Analysis of the Findings

9.1 Introduction

To understand the present state of tourism and traditional society in northern Thailand, the profiles and results of the findings of the three case study communities have been presented in Chapters 6, 7 and 8. In this chapter, the main part explains the implications of the case studies in relation to the argument for sustainability through an analysis and evaluation of the current situation and potential of tourism at the case study communities. This is in order to assess whether or not the current situations of tourism in these communities conform to the international principles of ecotourism and contribute to sustainability. The final section analyses a comparison of visitors' attitudes to tourism development including tourist activities and their management as well as the consequences of tourism in the destinations. This complements discussion of local attitudes, which were covered in more depth in the previous case study chapters (Chapters 6-8). Since the case studies were selected to represent the range of ecotourism projects in northern Thailand, and because some have won awards for their success, the conclusions regarding the case study may allow wider inferences to be drawn concerning tourism in northern Thailand generally.

The identification and analysis of the current situation of tourism in the three case study communities is presented according to the selection of theoretical criteria for sustainable ecotourism that were modified and incorporated for the present study (Chapter 3). The criteria emphasised the concept of sustainability in the context of consideration of the local circumstances of study communities. They were carried through the fieldwork as a framework for data collection as well as for analysis and structuring of findings. The key indicators of sustainable ecotourism used include: 1) appropriate types of tourist activities, existing infrastructure and access; 2) appropriate tourism planning and management; 3) local economic generation; 4) conservation of ecological and socio-cultural environment; 5) education; 6) local participation and cooperation among stakeholders; and 7) definition of ecotourism and perceptions of stakeholders towards

ecotourism. These issues were investigated in order to determine the relevance of the international principles of ecotourism to tourism development in the context of northern Thailand. The arguments as to whether or not the ecotourism in northern Thailand conforms to the international principles of ecotourism are reviewed in the following Chapter Ten. The analysis of the current situation of ecotourism in the case study communities was presented based on the summarized conclusions in Table 9.1 but under revised headings due to overlapping and interrelating of the findings. They are discussed in the following sections.

Table 9.1 Comparison of Ecotourism in the Three Case Study Communities Based on Assessment Criteria Established for the Present Study (Chapter 3)

The Key Indicators of Sustainable Tourism	HH	UP	MTM
	Yes	Yes	Yes
Activities			
Nature based activities	/	/	/
Culture based activities	/	/	
Create interaction between host community and tourists	/	/	
Help to preserve local traditions	/		
Existing Infrastructure			
Difficulty in traveling to an area	/	/	
Channels of information available to promote and inform ecotourism within the region	/	/	/
The provision of shopping/local products	/		
Entertainment facilities	/	/	
Provision of suitable accommodation	/	/	
Water	/	/	/
Power		/	/
Sewage system	/	/	/
Tourism Planning and Management			
Private sector		/	/
Public sector		/	
Local community	/		
NGOs	/		
Local Economic Generation			
Provide employment opportunity for local communities	/	/	/
Provide local ownership	/	/	
Long term benefits	/		
Environment and economy integration	/		

(continued)

Table 9.1(continued) Comparison of Ecotourism in the Three Case Study Communities Based on Assessment Criteria Established for the Present Study (Chapter 3)

The Key Indicators of Sustainable Tourism	HH	UP	MTM
	Yes	Yes	Yes
Coordinate all elements to optimize local economic benefits	/		
Distribute local economic benefits-revenue sharing	/		
Recognize local service/ efforts	/	/	/
Create markets for local products	/	/	
Encourage profits to be used for conservation and preservation efforts	/		
Use local material and labour to keep money in local economy	/		
Conservation			
• <i>Environmental Goals</i>			
Resource benefits	/		
Prevention of resource degradation		/	/
Supply-oriented management		/	/
Promote recognition of the values of resource and accept the resource on its own terms	/		
Emphasise the importance of natural environment to sustain tourism	/	/	
Use site-specific development	/	/	/
Design facilities and utilize equipment that conserve energy			
Practise recycling, reducing and reusing			
Emphasize development that is cost- effective with minimum strain on natural resources	/		
Preserve vegetation, reduce deforestation whenever possible	/		
Use local knowledge and practices	/		
Ensure that the underlying ethics of responsible environmental practices are not only to the external (natural and cultural) resources, which attract the tourists, but also to their internal operations.	/		
Provide long-term benefits to the resources, local community and industry (benefits may be conservation, scientific, social, cultural or economic)	/		
• <i>Social and Cultural Goals</i>			
Improve quality of life	/	/	/
Improve standard of living	/	/	/
Improve infrastructure		/	/
Increase security in life	/	/	/
Planning (not only concentrate on economic development but emphasise the demand for unspoiled environment and consideration of the needs of local residents),	/		
Increase education opportunity,	/	/	/
Conservation with equity	/		
Promote moral and ethical responsibilities and behaviour towards the natural and cultural environment	/		
Provide first hand, participatory and enlightening experiences	/	/	/
Promote socio-cultural pride by organizing community programmes	/		
Incorporate local culture values and traditions	/		
Respect local ideology and heritage	/		
Provide opportunities for hosts and guests interaction	/	/	

(continued)

Table 9.1(continued) Comparison of Ecotourism in the Three Case Study Communities Based on Assessment Criteria Established for the Present Study (Chapter 3)

The Key Indicators of Sustainable Tourism	HH	UP	MTM
	Yes	Yes	Yes
Education Provision			
Involve education among stakeholders such as local communities, government, non-government organisations, industry and tourists (before, during and after the trip)	/		
Link profits to community programs, education and environmental awareness	/	/	
Interpretation material	/		
Local Participation			
Promote local participation as much as possible	/		
Create opportunities for local empowerment	/		
Convey a sense of local ownership and leadership	/		
Create opportunities for group projects	/		
Create opportunities for the locals to control and manage valuable natural resources	/		
Promote understanding and involve partnerships between stakeholders	/	/	
Cooperation between local community and other stakeholders	/		
Definition of Ecotourism and Perception of Stakeholders towards Ecotourism (understanding of ecotourism term)			
Local Community	/		
Private sectors		/	/
Public Sectors		/	
NGOs	/		

Source: Survey of case study communities 2000-2002

9.2 Local Contexts and Tourism Management

The study indicates that differences in geography and location between the three destinations influence the type of tourist activities (refer to Chapters 6-8). For example, the tourist activities at Huai Hee, Umphang and Mae Ta Man are heavily based on the use of natural resources, the community setting and its surroundings. The difference in local geography influences the types of activities, tourism management and accessibility. A majority of responses from the interviews suggest that access to the destination is likely to be a significant issue for the success or failure of ecotourism development in terms of visitor numbers. The access to Huai Hee is rather difficult in terms of road condition and safety, especially in comparison to Umphang and Mae Ta

Man. The results of the present study also suggest that the access possibly has constrained visitor numbers to Huai Hee. Conversely, the easy access to Mae Ta Man results in greater numbers of visitors to the destination. More than two hundred visitors visited the site daily in peak season and most of them travelled by coach. Most responses from the survey also suggested significant access to Umphang. It is indicated that, though it takes a longer time to travel along the sky road (Figure 7.3), the road condition is relatively good. As a consequence, thousands of visitors visited the site during long weekends. The results from the present study also suggest that numbers of visitors increased after the road was constructed.

In terms of tourism planning and management, the present study indicates that ecotourism at Huai Hee, Umphang and Mae Ta Man have been developed with different purposes in mind. In Huai Hee, due to the National Economic and Social Development Plans of the recent decades that focussed on economic development and exploitation of natural resources, the community generally faced problems of environmental degradation. Some local communities such as Huai Hee became scapegoats for deforestation and the locals were threatened with evacuation to other places. Thus ecotourism has been used as a tool for conservation of natural resources and to release the pressure on the natural environment, and to stop hunting and the collection of food. However, it can be argued that replacing forest production by nature-based ecotourism may not guarantee sustainability of the natural, cultural and economic environment, but instead ecotourism may exacerbate social and cultural impacts by intensifying the degree of contact between hosts and visitors (Dowling, 2002). Nevertheless, this is likely to be less disruptive to the community than its complete removal as was proposed (see Section 6.4.4). In contrast, ecotourism in Umphang and Mae Ta Man was used for economic purposes, mainly for the sake of the private sector and its interests.

According to UNEP's typology of Community Based Ecotourism (CBE), the ecotourism scheme at Huai Hee might be classified as the purest model in that the community own and manage the enterprise though it is facilitated by the NGOs. However as Wesche and Drumm (1999) suggest, the notion of long-term communal enterprise requires the permanent, consistent commitment of all community members. It

has to be learned and reinforced through positive experience as recently happened at Huai Hee. The community sometimes faces problems of slowness of decision-making, which often need consultation with the NGOs. This situation is in accordance with an argument that the communal enterprise approach has resulted in the slowness of democratic decision-making and inconsistent quality of services. However, the community enterprise model is being adapted to allow for allocation of responsibilities to specialised, trained members of the community. This is to ensure that the local residents can manage the enterprise. In contrast, in Umphang and Mae Ta Man, tourism planning and management lay in the hands of outside private business entrepreneurs. According to the procedure of tourism development in Umphang, the proposal for ecotourism projects was well written up by outside business entrepreneurs and some local stakeholders (with the support of TAT) and was submitted for competition. The present study indicates that the ecotourism project in Umphang was justified and satisfied the proposals of the development plans and criteria. However, in practice, there were only some projects indicated in the proposal that were implemented and the rest of them were ignored after the award was given. There was no post evaluation or auditing of whether the objectives were achieved or not. From these circumstances, the gap between theory and practice is clearly identified. Although some thought the criteria were right, in practice they were not evaluated. Therefore theory may only look good on paper but in practice, it may not work or be applicable elsewhere. As a result, in comparison to Umphang and Mae Ta Man, tourism in Huai Hee in large extent represents the positive gradual development of ecotourism (as discussed in Chapter 6).

The results of the present study suggest that tourism management in the three destinations differ significantly as well as significantly influencing the contribution of tourism to the natural resources and its people. These differences are discussed in the following sections.

9.2.1 Resort Management

From the present study, the 'managers' of tourism at Umphang and Mae Ta Man lack a fundamental understanding of the academic terms of ecotourism and an ability to develop the ecotourism site. In terms of tourist attractions and activities management,

Umphang and Mae Ta Man have failed to capture the key principles of management of ecotourism due to lack of education provision, interpretation materials and most activities focus on adventure travel and nature appreciation rather than on the cultural aspect of the community. Moreover, the results suggest that the overall constraints on tourism management in Umphang and Mae Ta Man are due to the lack of cooperation among stakeholders and lack of organisation to facilitate co-operation and communication on a regular basis. This situation appears to contradict Harris, Griffin and Williams's point of view (2002, p.280) that the management of tourism needs to ensure that environmental and social objectives are integrated into daily activities. It is important that sustainability objectives are reflected in cultural values as well as operational and management systems. On the other hand, tourism management in Huai Hee seems to be in accord with Harris, Griffin and Williams' views (2002). This is because the local residents recognize the important of environmental and socio-cultural conservation and practice it as part of daily life.

9.2.2 Local Resident Management

Timothy and Boyd (2003, p.283) and Middleton and Hawkins (1998, p.82) suggest that in the relationship with the locals, the management approach should not be one of managing, but rather one of facilitating involvement and public participation of the locals in the process. This is to ensure that achieving sustainable management rests on the better understanding of the local industry and community with the involvement of the residents from the beginning of the development process. This situation seems to have happened at Huai Hee but in Umphang and Mae Ta Man, the local residents are involved in business only at the manual level and only when it is required.

9.2.3 Visitor Management

As seen from the problems flowing from visitation to Umphang in the peak season, it appeared that few efforts were made to mitigate or prevent the negative consequences of exceeding the limitations of the accommodation capacity and other related tourist facilities. This was because of the beneficial interest among stakeholders (more tourists, more money). Thus it led to excessive visitor numbers and caused physical pressure, such as overcrowding, soil erosion and waste problems. In Mae Ta Man, although there

were hundreds of tourists daily, they stayed only a few hours to undertake activities. To undertake the tour, it was necessary to book elephants for the ride in advance due to limitation of elephant numbers, otherwise it was managed on a 'first come, first serve' basis. The problems that existed in Umphang and Mae Ta Man seem not to appear in Huai Hee. This is because tourism in Huai Hee is in much smaller scale and the number of tourists was relatively small.

9.2.4 Marketing Management

According to the traditional background of the three case study communities, local livelihoods were based on farming and the use of natural resources in the area. Therefore, the local residents do not have any knowledge and skill in tourism marketing. Additionally, due to poverty, they cannot afford to hire any expertise to do marketing for them. Therefore, in practice, the marketing relies on the outside private business entrepreneurs who are able to invest in marketing promotion. As a consequence, most benefits go to outside agencies. These results seem to agree with Hall and McArthur (1993, p.46) and Swarbrooke (1998, pp.22, 217-251) that the key to the success of sustainable tourism management is marketing management. There is thus usually a need to hire more staff and spend money on training the existing local staff. These authors suggest that a plan of marketing action should be developed for each action that is required in the marketing strategy.

The situation of tourism demonstrated above seems to support to views of Page and Hall (2003, p.247) that to achieve sustainable tourism, the tourism planning and management at all levels of government has to include concerns over the environmental, cultural and social dimensions of tourism.

9.3 Tourism and Its Contributions

As in other developing countries, the Thai government has placed emphasis on tourism in their development plans as tourism is a potential source of foreign exchange and can generate new opportunities for employment and stimulate demand for local products and industries. Further, it is a contributor to improvement of the local infrastructure with the provision or upgrading of roads, airports, harbour facilities, accommodation,

shopping, entertainment, communications, power and water supplies, health services and sanitation (Son, et al., 2002, p.211). As tourism is an agent of change (Glasson et al., 1995), it has various consequences on the host destinations, both the natural and cultural resources, that can be viewed as positive and negative. The impacts of tourism in the case study communities are revealed in the following issues.

9.3.1 The Village Economy and Employment

As with other villages elsewhere in northern Thailand, Huai Hee, Umphang and Mae Ta Man were self-sufficient communities before tourism was introduced. Their life and economy were based on farming and hunting. However, since the development of tourism has taken place, in accordant to Beeton's point of view (1998), tourism injects new money into the local economy, and flows through to the residents in improvement of other facilities in the community. The study revealed that the direct income to the local residents was generated through the sale of souvenirs, the provision of food and beverages, accommodation and through employment in the business such as tour guide, cook and working at the restaurant and services, cleaning, gardening, elephant mahouting, and river rafting and rubber boat helming which are considered to be the best kinds of well paid job available in the community. But on the other hand, the employment situation recently conformed to Butts' point of view (2000) that the type of jobs created in the communities did not provide economic stability for the locals. This is because most jobs are available only in high season where there are tourists. Without tourists, there is no employment. Nevertheless these residents can still earn more per annum in tourism employment than from agriculture so the issue become one of wise management of money.

In comparison with the occupations of previous generations, the occupations in Umphang and Mae Ta Man have changed from farming to services in tourism. The income obtained from tourism was considered to be good income for the area though it is a seasonal job. Thus the local economy mainstay is absolutely dependent on tourism as it brought in more money to the communities than other types of business or industry. It is also often argued that work in tourism is servile, of low status and even

demeaning at least in developed 'ecotourism' communities. These arguments however do not hold true for the three case study communities as most local residents are willing to work in the tourism industry because of the better income in comparison to working in the field. Although some of them thought it was unfair employment in terms of low wages, cheap labour and working conditions, most perceive that jobs created by tourism are high status jobs and the best kind of job available in the communities, in comparison to incomes and conditions of work in other blue collar jobs, such as labour at construction sites in the area.

In terms of benefit sharing, the present study indicated that in Mae Ta Man and Umphang, most of the benefit accrued to the outside private entrepreneurs, which contradicts the theory of ecotourism that it should contribute to fair benefit sharing in the communities (WTO, 1997). This situation is in accordance with Place's view (1995) that the local people only obtain a tiny proportion of tourist income. The study also suggests the locals' involvement in tourism initiatives is limited not only in terms of ownership and control, but also in terms of employment. In both Umphang and Mae Ta Man, the local residents are only employed at the manual labour level with salaries of 2,500 Thai Baht (£42) per month. This compares with a charge of £20 for a day trip per tourist and there are up to 200 or more tourists a day; it is a low income for residents. However, some local residents argue that to earn £42 monthly is better than earning nothing as there is no other alternative income in the area. In their views, whether it is ecotourism or environmentally sustainable tourism or not becomes unimportant when compared to the perceived economic gains. In this respect, the locals do not have any other choice, as it was the only chance of employment existing in the area. Otherwise they must migrate to other towns for employment. Nevertheless, ecotourism in Huai Hee has the potential to mitigate these problems through contribution of local participation in the development process. These may be the consequences of how and why ecotourism was first established (see Section 6.4).

From the discussion above, on one hand tourism development can be seen to have consequences in improvement of standard of living, family life, employment opportunities, housing condition and opportunity for relaxation and entertainment. It is

likely that tourism has provided the locals with more opportunity to get higher education. But on the other hand, it also generated economic costs such as higher costs of living for local residents including those who did not benefit from tourism in terms of higher prices of goods and services, land and housing values, which is the current situation in Umphang and Mae Ta Man. Additionally, it is obvious that although ecotourism creates employment, if the community does not have the appropriate skills (services, food preparation, hospitality, site management, marketing), they either have to learn them or import other people to do the work. Bringing new people in may encourage a growth in support industries to service their needs, but may also displace the local residents. As happened in Umphang and Mae Ta Man, the tour operators, who are mostly people outside the community, imported people to do the work due to their required skills in tourist management and cooking. As a result, it created more social problems than before as the local residents lost their trust of others and among the villagers themselves because of the lack of employment security. Therefore they compete to keep their employment. This often increases conflict of interest between the local residents themselves. Further, foreign workers such as Burmese and hill tribe people were also imported to the areas because of their skills (elephant mahouts, raft helmsmen) and they are willing to do any kind of job for less pay than most Thai. Thus the locals may have a choice either to work for little pay or not to work at all.

According to the key principles of ecotourism identified for the present study (in Chapters 2 and 3), it seems that tourism in practice in Umphang and Mae Ta Man was not in accordance with the core principle of ecotourism though it did provide economic benefits to the local community.

In the case of Huai Hee, the ecotourism development scheme has been conducted under supervision of NGOs and at the small-scale level with the specific purpose of natural and cultural resources conservation and prevention. Thus it was perceived that it did not cause any negative impacts to the community. However, it can be argued that in the long term of development, social impact would certainly take place due to deep and direct contact between the local and the host (as discussed in 9.3.3). The present study suggests that if ecotourism in Huai Hee continues to develop as it has done, any massive

environmental deterioration would be unlikely to take place. In turn, it is possible that there will be more visitors who come for the pristine experience. At the same time, the local residents would benefit from income generated in the community. However, it is necessary to be aware that management of tourism is never easy, especially management under the conflict of interest among community members. It is important that sustainability objectives are reflected in cultural values as well as operational and management systems. These would lead to long-term commitment to the sustainable tourism operation.

9.3.2 The Physical Environment

The present study suggests that local residents and other stakeholders perceived tourism development as having had negative impacts on the environment in the Umphang and Mae Ta Man. It was assumed that tourism had contributed to the declining natural resources especially the degradation of the forest, its surroundings and changes in land use patterns. These consequences were seen as a result of 'outdoor experience' activities for example, elephant riding provided in the destinations. Elephant riding took place in a number of natural settings including mountain and rainforest environments. Riding usually occurs on tracks and specifically designated bridle trails but in most cases, free-range riding occurred. Elephant riding parties vary in size from a few individuals to groups of up to 40 people. Organised groups are often part of a tour operation that may take place from 1 hour to over several days and involve overnight camping.

Elephant riding has become a significant issue in the protected areas such as in Umphang Wildlife Sanctuary as elephant riding in protected areas was used for the purposes of ecotourism. The interviews with local residents and the Royal Forestry Department's staff about elephant riding suggest the general lack of quantitative data regarding the environmental impacts of the activities in the destination area as well as other destinations in the country. However, from their points of view, elephant riding and its associated activities cause impacts on wilderness and the natural areas (see Figures 8.12-13). Grazing was an impact associated with elephant riding and tethering areas. Elephants temporarily tied to trees or man-made facilities, graze and trample surrounding vegetation. This increases the area of exposed soil and loosens the soil

surface, damages trees by exposing roots, as well as directly ripping out small bushes and trees to which they are tied. Campsites used by elephant parties received impacts through additional trampling of vegetation, removal of coarse woody debris for firewood, loss of organic soil horizons, exposure of bare ground, soil compaction, littering, pollution of ground water by human and elephant waste and increased risk of wildfire and spread of fungal diseases. Comparing this with the principles of ecotourism, it is likely that the tourism development policy at the local level is lacking in several key components of the definition which, strictly defined, is that everyone in ecotourism should practice the principle of low impact, educational, ecologically and culturally sensitive travel that benefits local communities and the host country (refer to Chapters 2 and 3).

Additionally in Umphang, excessive visitor numbers in peak season has caused manure on trails, campsite damage, trail wear and erosion, litter and damage to vegetation, waste problems, and damage to road by vehicles, pollution, overcrowding and excessive use of tourist facilities including insufficient toilet facilities in the destinations (Figures 7.17-7.22). As well as, insects associated with manure and urine, noise and safety issues were also recognized as additional social management problems that influence visitor experiences and created potential user conflict. These problems occurred because of exceeding the carrying capacity of the destination including tourist infrastructures, services and facilities. Due to the declining natural resources and the degradation of the forest indicated, the most urgent problem to be solved in Umphang is the waste problem. In absolute terms the only way to avoid environmental harm from waste is to prevent its generation. In this context, pollution prevention means changing the way activities are conducted and seeking to eliminate the source of the problem (Symko and Harris, 2002, p.266).

The present study also revealed that if the tourism in Umphang continued to develop as it had been, there would soon be massive environmental deterioration. Thus it would result in decline of the numbers of clients, as the visitors who come for the pristine experience would soon travel elsewhere. Moreover, the local residents who expected visitors and had incorporated this economic influence into their life-style would be left

with neither the visitors nor the income stream. This magnificent natural environment would become folklore for both visitors and the locals. This means that without tourism the locals would probably migrate elsewhere for employment. This would also be likely to happen in Mae Ta Man when tourism there declines.

9.3.3 The Society and Culture

Refer to Section 2.3.3, the social and cultural impacts of tourism are considered to have been high with several common negative impacts including: loss of local traditions; commercialisation of local cultural products; erosion of self-worth; undermining of family structure; loss of interest (particularly among youth) in land stewardship; competition among those that benefit from the tourism cash economy and those that do not; and crime and adoption of illegal underground economies to serve tourists through prostitution, gambling and drugs. These impacts may be viewed or interpreted differently by different community members. One reason for this is that many social and cultural impacts are perceived impacts. The contribution of tourism to crowding, for example, may be seen as intolerable or as nothing unusual to an Asian accustomed to crowding as a fact of life. Evaluation of improvements to quality of life and changes to culture require value judgements, which also depend on individual perceptions. This study revealed that most respondents were satisfied with the present situation such as their offspring having opportunity to get higher education, younger people do not migrate to work in other towns or provinces and the improvement of the house condition and contribution to its possessions.

The impacts on society and culture of a host community often relate to associated changes in the residents' every day experiences as well as to their values, way of life, and intellectual and artistic products. They are especially associated more with direct contact between residents and visitors, which seems to conform to the perceived impacts taking place in the three case study communities. Due to daily engagement in the tourism service, the local residents in Umphang and Mae Ta Man did not have time to participate in any social activities. Thus the social relationship among the locals has declined. Moreover, the competition for employment in the business is associated with

the conflict of interests among tour operators and has caused negative impacts on relationships between the local residents.

In the case of Huai Hee, the young Karen are keen to lead the ecotourism enterprise and are losing interest in maintaining their traditional lifestyle of hunting and farming. Thus the traditional life style would vanish and their values and way of life would be changed. Moreover, although the Karen have not yet perceived any kind of impacts on the local cultures, there is a tendency to changes in local culture as it can be influenced by direct and deep interaction between guest and host through the home-stay accommodation provision. For example, some headmen of home-stay families had adopted a habit of drinking coffee instead of traditional tea (Section 6.5.2).⁹⁵ Another key possibility that may affect the local culture is the change in language. At present, the locals involved in tourism learn to speak new language such as Thai and English. These new languages have been gradually taken in to the community without being adapted to their system of sounds and forms. This phenomenon is due to strengthening and broadening of communication and to the vaster circulation of new contact with the outside community and new people with which the Karen has had very little contact in the past. As a consequence, changes in locals' society and culture will possibly take place in years to come.

9.4 Education Provision

On the aspect of education, ecotourism aims to raise visitor educational experiences, awareness and appreciation of visited destination and its people (Boo, 1990; Fennell, 2001) and to jointly maintain the natural and cultural resources of the area, rather than focus on economic growth and income generation only. To achieve the contribution of education and conservation of the destination, Moscardo and Woods (1998) suggest that interpretation plays an essential role in assisting the visitors' learning process. It is essentially a process of communicating or explaining to visitors the significance of the place they are visiting. Through these experiences, people would be more aware and perhaps feel responsible for the place (Timothy and Boyd, 2003; Herbert,

⁹⁵ Coffee was not a traditional drink in the community but it was introduced according to the visitors' demand. All home-stay families were advised to have coffee for guest in case they may need it.

1989)(Chapter 3 above). The present study indicates that in comparison to Huai Hee, tourism activities provided in Umphang and Mae Ta Man are lacking in mechanisms for educating visitors to the destinations about the history and natural environment. These suggest that tourism in Umphang and Mae Ta Man does not seem to contribute to conservation and preservation of the resources. Thus, tourism there is recognised as recreational and adventure tourism. To combine tourist activities with educational experience it is likely that the most important requirement in this regard is visitor and activity management that includes interpretation and facilities that contribute to cultural and environmental education for visitors. Most respondents suggest that having an environmental education centre in the area could be a solution to the constraint of education provision (providing visitors with knowledge of the local context). However, it can be argued that most visitors may not benefit or learn from the centre and it is often misused and creates visual pollution in the destination with the construction design of the building not being in sympathy with the surrounding. Although the information centre in Huai Hee was seen as an essential source of additional information to visitors (Figures 6.10-11), it may not be appropriate in Umphang and Mae Ta Man due to the different in the nature of tourism there.

Further, Bramwell and Lane (1993) suggest that interpretation has greater potential to promote and assist in developing more sustainable forms of tourism when the five areas of visitor management, economic benefits, environmental benefits, community involvement and attitudes and values are all focused in the development plan. This suggests that by focussing on the educational aspect alone, it is not possible to achieve sustainability of tourism.

9.5 Public Participation

As a means of promoting the principles of sustainable development such as harmony, equity and holistic development, all stakeholders ought to be encouraged to participate in tourism development (Simmon, 1994; Timothy and Boyd, 2003). Its emphasis should lie in the degree and level of involvement of local residents in the development project.

As Freeney (1998) and Evan and Percy (1999) suggest, this involvement should include local government and local stakeholders, both private and public sectors, in the development process and they should have opportunity to identify their needs and bring them into the decision-making arenas. This is to enable them to influence and share control over development initiatives and the decisions and resources, and its emphasis should lie in the involvement of local community and how it affects them. This principle is clearly witnessed in the process of ecotourism development in Huai Hee. This may be because Huai Hee provided an example of a small-scale tourism scheme in a community. Though there has been a degree of external assistance in this case, the idea for the scheme arose from within the community itself and all the tourists' activities are under the direct control of the community. The advantage of this type of tourist scheme is that money for services goes direct to those who render them without being 'creamed off' or cut down to a minimum by middlemen and agents. According to Pretty's typology (Table 2.5), the local participation scheme in Huai Hee can be classified as 'self-mobilisation' and although the community received considerable assistance in its early establishment, its tourism ventures have been largely unassisted.

In Umphang and Mae Ta Man, the participation schemes in development of ecotourism were quite different as the local residents are not practically involved in the activities and services management except as 'labour'. In Umphang, ecotourism was introduced by TAT. The project initially received £17,000 (one million Bath). Thus the project was promoted extensively through national marketing companies, including exhibitions, printed brochures and maps, signs, audio presentation and guided tours. Full decision-making powers for Umphang affairs lay in the hands of the Tourist Authority of Thailand, the Royal Forestry Department and the private business entrepreneurs. As such, there appears to have been little or no attempt to involve local communities in decision-making. This appears to contradict one of the core elements of ecotourism that requires the community involvement in formulating development plans and the tourism development process, especially in the process of decision making and planning. These include management of the resources, services, and programmes designed to formulate tourist activities in association with knowledge and the local culture. The tourism scheme in Umphang might be classified as 'manipulative participation' or 'passive

participation' in terms of Pretty's typology. This is because the local residents were told what had been decided without consideration of the responses of the majority of the population. Additionally, in the participation scheme in Mae Ta Man, all decision making power and control lay in the hands of the private sector whereas the locals participated by contributing resources such as labour in return for food, cash or other material incentives. Thus the scheme might be classified as 'participation for material incentives' (Pretty, 1995). As a result tourism development has caused a variety of impacts to the local communities as discussed in Section 9.3.

The present study indicates that impacts of tourism at the host community can be reduced if the community gives its prior informed consent to any ecotourism projects in its area, participates in tourism development, and remains part of the planning process for tourism entering into the community and if not too many external financial interests are involved.

If tourism is to succeed in terms of achievement of sustainability, the private sector, governments and NGOs must all cooperate to include local communities in the development process. This is because in theory, the locals' involvement is seen as critical to the process of appropriate ecotourism development in their community as they are the ones with the most knowledge about places, artifacts and traditions more than those proposed by outside experts. However, in practice, in most destinations, the local residents' knowledge is not recognized as important, they are not included in any forms of decision-making. Instead, they are encouraged to be involved in tourism at the labour level as cheap labour or as part of the tourist attraction, mostly in the form of cultural 'show' or displays. This problem continues today.

Timothy and Boyd (2003, p.276) argue that the degree to which the local community are permitted and encouraged to participate in tourism development and planning and receive benefits from its growth is an issue of power. The community needs to be given an opportunity to make decisions. This type of empowerment can result in increased community pride and modification of behaviour towards local physical and socio-cultural environment (Bramwell and Lane, 1993). As happened in Huai Hee, decisions

are made by the locals' consensus. This can be very slow and painstaking but if the community is not involved in initial decisions for the project, they are likely to ignore its success. The results of the present study suggest that in Huai Hee, NGOs are important resources that have guided and facilitated the development, outlined the benefits and pointed out the disadvantages of incorporating tourism into community life. Thus, NGOs were essential key actors in development of ecotourism at Huai Hee.

In terms of locals' participation, the study revealed that the success of an ecotourism initiative is likely to depend on the degree and level of an involvement of local residents in the process of decision-making and benefits of tourism. They are identified as follows.

9.5.1 Participation in Decision Making

Evans and Percy (1999), Freeney (1998) and Timothy (1999) indicate that participation in decision making is essential as it is the way that local residents can express and voice their own hopes, desires and fears for tourism development and contribute to the planning process from their own expertise and experiences. Thus it is important in the organisation and administration of tourism. Further, recognition of the value of local knowledge and environmental management practices is crucial for the successful implementation of local participation (Berger, 1996; Boyd and Ward, 1993).

In Thailand, Pleumarom (2002, p.146) indicates that the development of ecotourism proceeds without the involvement of local communities in decision making and without adequate discussion on: land and natural resources ownership; land use; the construction of tourist facilities - where and how these should be built; visitor volume; and, regulations on tourist conduct. These have generally caused serious ecological problems and conflict between the government, private industry and communities. In the case of Huai Hee, Umphang and Mae Ta Man, the present study indicates that the degree, form and level of locals' involvement in the tourism enterprise was different in each location (Section 9.5). For example, it appeared that younger people were much more interested and participated in the enterprise more than the older people who prefer to carry on with the traditional way of living, farming and hunting. In a comparison between Karen and

Thai, it appeared that the Karen were more involved in the enterprise as most of the tourist destinations were in the forest areas where most of the Karen villages situated. Thus, they often become a part of the tourism product. Most Karen were interested in the tourism as a tool for conservation of the natural environment and the Karen culture. They want to manage and control the enterprise if possible. In practice, they need support from outsiders, otherwise they cannot do it alone due to lack of knowledge and skills in tourism management.

9.5.2 Participation in the Benefits of Tourism

Tourism provides the opportunity for local residents to gain financially and in other ways from the industry's development. As suggested by Timothy (1999), Cohen and Upnoff (1977) (Chapter 2 above), the success of involving people in the tourism project is to provide the opportunities for people to fully benefit from the industry in association with receiving training and to be educated about the role and effects of tourism in their region. This would help to keep up their interests and engage their involvement. Small-scale, local owned businesses tend to have the best influences by supporting local residents and minimizing economic leakages to the outside. The current situation of tourism in Umphang seems to contradict these principles. This is because more than 80 per cent of the business owners in Umphang are outsiders. They play a significant role in tourism development because they are capable of investing in quality accommodation, restaurants, tour companies and various channels of domestic and international tourism marketing whereas the local residents were engaged as 'labour' because of lack of financial means, knowledge and skills in business. At the same time, the business owners imported other skilled people instead of training the locals in the skills required. As a consequence, the issue of how the local participation ideal became compromised in practice is still controversial.

Another key issue related to ecotourism development in northern Thailand is the involvement of academics and practitioners in terms of policy and guideline establishment and including the development initiatives. Though their roles are different, as discussed in Chapter 2, they do overlap and in Thailand they were key actors in the formulation of development plans and policies but not in the

implementation of the policies. Recently, apart from tourist practitioners, tourism academics has been engaged in practical project work funded by the Tourist Authority of Thailand and Thailand Research Fund so that their expertise would be more recognised. Otherwise, they may find their influence marginalized.

9.6 Ecotourism Definitions and the Perception of Stakeholders towards Ecotourism

The present study suggests that there are some positive signs of a growing interest and concern in the sustainability of tourism. But the level of concern does vary between stakeholders. According to their interests, they perceive ecotourism differently. In Huai Hee, ecotourism was perceived by stakeholders as a way to achieve natural resource conservation and preservation of the community and its surroundings (as indicated in Table 2.4). Additionally, ecotourism was perceived as responsible travel to unspoiled destinations so that visitors have direct contact with the local community and natural environment. Thus the activities involve education and interpretation of local culture, the natural environment, experiencing and learning about nature, which would finally contribute to conservation, preservation, and better understanding of both physical and cultural aspects of the destination. On the other hand, significant understanding of the ecotourism principle was constrained in Umphang and Mae Ta Man as the local residents in general perceived ecotourism as an economic generation tool. The most positive consequences of tourism development were increased jobs and employment opportunities, better family life and increased community facilities. Though it caused some other negative impacts to the community they were not seen to be as important as the income generated.

In Umphang and Mae Ta Man, most of the local residents do not know or understand what ecotourism is, at least according to international definitions. The locals in Umphang were convinced that tourism in the area was ecotourism as they had received two awards as the best example of an ecotourism destination (as discussed in Chapter 7). This suggests a lack of a united clear-cut definition of ecotourism and understanding of ecotourism amongst stakeholders in development of ecotourism in northern Thailand.

9.7 The Comparison of Visitors’ Attitudes to Tourism Development and Related Issues in the Three Case Study Communities

The results of the visitor survey are presented in Tables 9.2 to 9.4 and Figures 9.1 to 9.9. The compared results indicate that the demographic characteristics, ecotour-activities and other related variables do vary significantly among the three case studies.

The age profile of visitors in the three destinations varied significantly with other groups being most concentrated in Mae Ta Man as might be expected from its accessibility and facilities ($p<0.05$)(Figure 9.1, see data in Appendix 9.1). The numbers of males in Huai Hee and Mae Ta Man were slightly higher than female whereas the number of females in Umphang was much higher than male ($p<0.05$) (Table 9.2). This is probably because most respondents traveled to Huai Hee and Mae Ta Man as couples and to Umphang in groups of more females than males.

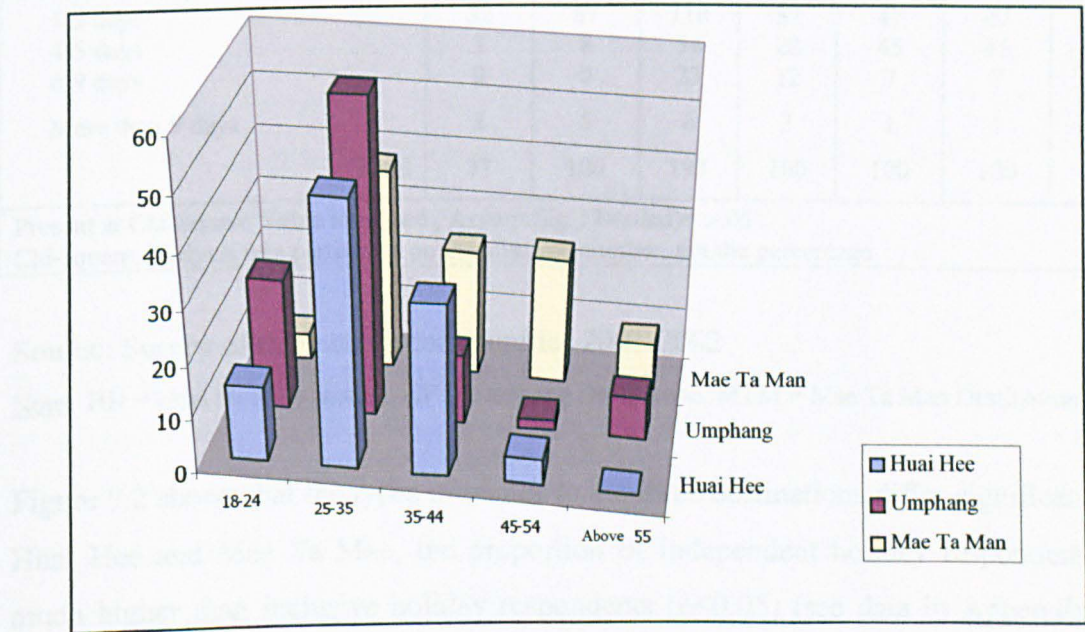


Figure 9. 1 A Comparison of Respondents’ Ages in Huai Hee, Umphang and Mae Ta Man

Source: Survey of three study communities 2001-2002

During the visit to Huai Hee and Umphang, the majority of respondents stayed between 1 to 3 days at the local accommodation provided at the destination. In Mae Ta Man, respondents visited the site only for a few hours, whilst based for a 2 to 5 days stay in

the town of Chiang Mai. It is noticeable that a significant proportion of respondents who visited Huai Hee and Umphang were Thai whereas at Mae Ta Man, they were all overseas ($p < 0.05$) (Table 9.2).

Table 9.2 Respondents' Gender, Nationality and Duration of Stay, Classified by Destination

Respondents' Demographic Characteristics	HH		UP		MTM		Chi-Square Value	df
	n=37	per cent	n=193	per cent	n=100	per cent		
Sex							7.625	2
Male	22	59	78	40	54	54		
Female	15	41	115	60	46	46		
Total	37	100	193	100	100	100		
Nationality							127.610	2
Thai	32	86	118	61	0	0		
Overseas	5	14	75	39	100	100		
Total	37	100	193	100	100	100		
Duration of Stay in Destination								
1-3 days	32	87	110	57	47	47		
4-5 days	3	8	54	28	45	45		
6-9 days	0	0	23	12	7	7		
More than 9 days	2	5	6	3	1	1		
Total	37	100	193	100	100	100		
Present at Chi-Square Value indicated , Asymp.Sig. (2-tailed)= >.05								
Chi-square Analysis was performed on the absolute number, not the percentage								

Source: Survey of three study communities 2001-2002

Note: HH = Huai Hee Destination, UP = Umphang Destination, MTM = Mae Ta Man Destination

Figure 9.2 shows that the types of visitor to the three destinations differ significantly. In Huai Hee and Mae Ta Man, the proportion of independent holiday respondents was much higher than inclusive holiday respondents ($p < 0.05$) (see data in Appendix 9.1). Conversely, the proportion of inclusive holiday respondents who visited Umphang was much higher than independent holiday respondents. This suggests that travel to Umphang needed to be arranged in advance from home (a package holiday) according to the distance, access, tourist facilities and nature of the tourist activities at the destinations (refer to Chapter 7). On the other hand, the independent holiday respondents just went to Huai Hee or Mae Ta Man under their own arrangement or via travel agencies in the town of Mae Hong Son or Chiang Mai. Practically, the decisions

were mostly made when they were in Chiang Mai or Mae Hong Son province. Huai Hee would attract young adventurous types and Mae Ta Man older people who sought a convenient day trip.

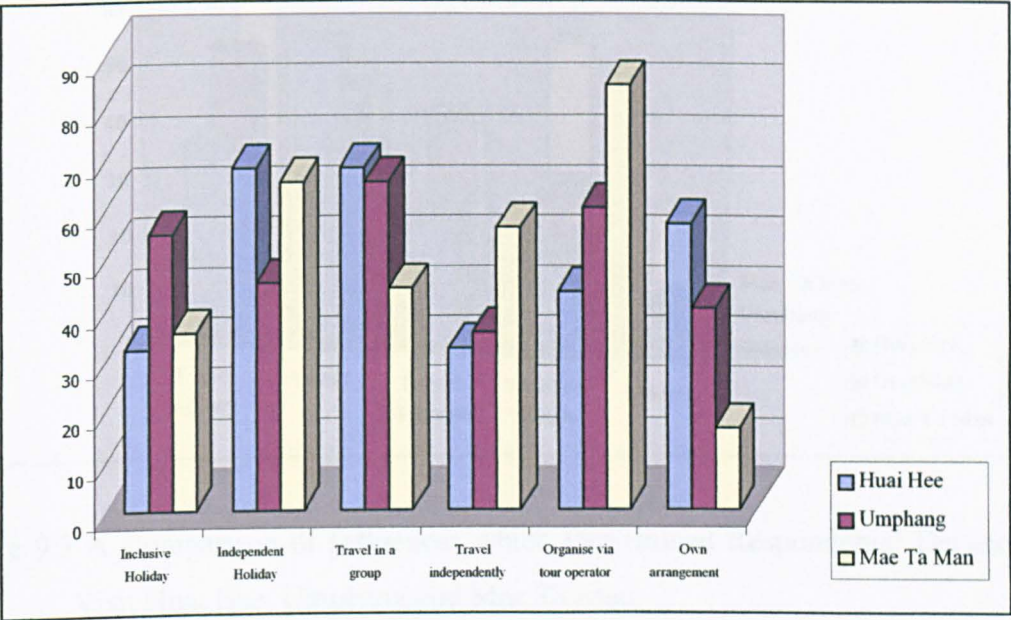


Figure 9.2 A Comparison of Respondents’ Tourist Characteristics and Other Related Variables Classified by Destination

Source: Survey of three study communities 2001-2002

The influences, which determined respondents’ decisions to visit the three destinations differ significantly. A rather high proportion of respondents who visited Umphang and Mae Ta Man knew and decided to visit the destination because of information obtained from travel agencies ($p<0.05$) (Figure 9.3, see data in Appendix 9.2) while a minority had access to the internet ($p<0.05$) (Figure 9.3, see data in Appendix 9.2). In Huai Hee, the majority of respondents’ decisions had been determined by friends, who had already visited the site ($p<0.05$) (Figure 9.3, see data in Appendix 9.2). This suggests the weakness of destination marketing due to shortage of marketing channels. As a result, in comparison to Umphang and Mae Ta Man, the tourist numbers at Huai Hee were relatively small.

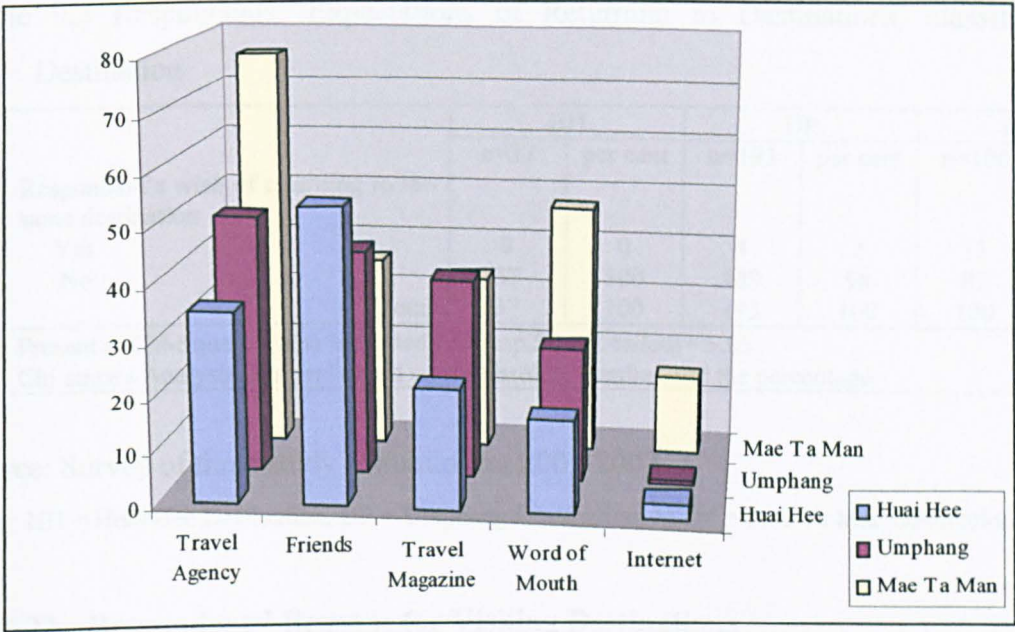


Figure 9.3 A Comparison of Influences which Determined Respondents’ Decisions to Visit Huai Hee, Umphang and Mae Ta Man

Source: Survey of three study communities 2001-2002

The majority of respondents (100 per cent in Huai Hee, 98 per cent in Umphang and 87 per cent in Mae Ta Man) were unlikely to return to the destinations as they wished to visit other destinations. Those who wished to return to Umphang wanted to experience its beautiful unspoiled natural environment and re-take activities such as rafting, trekking, elephant riding, waterfall, bonfire, wild life watching and experience the destination at other seasons. In addition, they wanted to spend more time with the locals especially the Karen, enjoy the place and relax. Those who wanted to return to Mae Ta Man wanted to do elephant riding, as they missed it at the first visit because the elephants were fully booked (Table 9.3).

Table 9.3 Respondents' Expectations of Returning to Destinations, classified by Destination

Respondent's wish of returning to the same destination	HH		UP		MTM	
	n=37	per cent	n=193	per cent	n=100	per cent
Yes	0	0	4	2	13	13
No	37	100	189	98	87	87
Total	37	100	193	100	100	100
Present at Chi-Square Value indicated , Asymp.Sig. (2-tailed)= >.05						
Chi-square Analysis was performed on the absolute number, not the percentage						

Source: Survey of three study communities 2001-2002

Note: HH = Huai Hee Destination, UP = Umphang Destination, MTM = Mae Ta Man Destination

9.7.1 The Respondents' Reasons for Visiting Destinations

The most significant feature providing the main reasons for visiting Huai Hee, Umphang and Mae Ta Man were the natural environment of the area ($p < 0.05$) (Figure 9.4, see data in Appendix 9.3) with many reliant on word-of-mouth recommendation from people who had already visited the destination ($p < 0.05$) (Figure 9.4, see data in Appendix 9.3). Further, results suggest that the decision to visit Umphang was determined by the cost of a package tour, which is considered cheap whereas price is not a significant issue in Huai Hee and Mae Ta Man ($p < 0.05$) (Figure 9.4, see data in Appendix 9.3). Figure 9.4 shows that a high proportion of visitors to all three places expressed an interest in culture but only in Huai Hee did they experience this (Figure 9.5). It is noticeable that a high proportion of respondents visited Huai Hee and Umphang because these places were part of an educational programme that they expected to experience and to gain knowledge on local ecology and the Karen culture ($p < 0.05$) (Figure 9.4, see data in Appendix 9.3). However, as indicated in Figure 9.5, a majority of respondents in Umphang did not have opportunity to learn about the Karen culture due to time constraint ($p < 0.05$) (see data in Appendix 9.4). This is because the respondents stayed in Umphang destination a maximum of 3 days and engaged in trekking tour. So they did not have enough time to be in the village, spending time with the locals and learning about their culture that is a time consuming learning process.

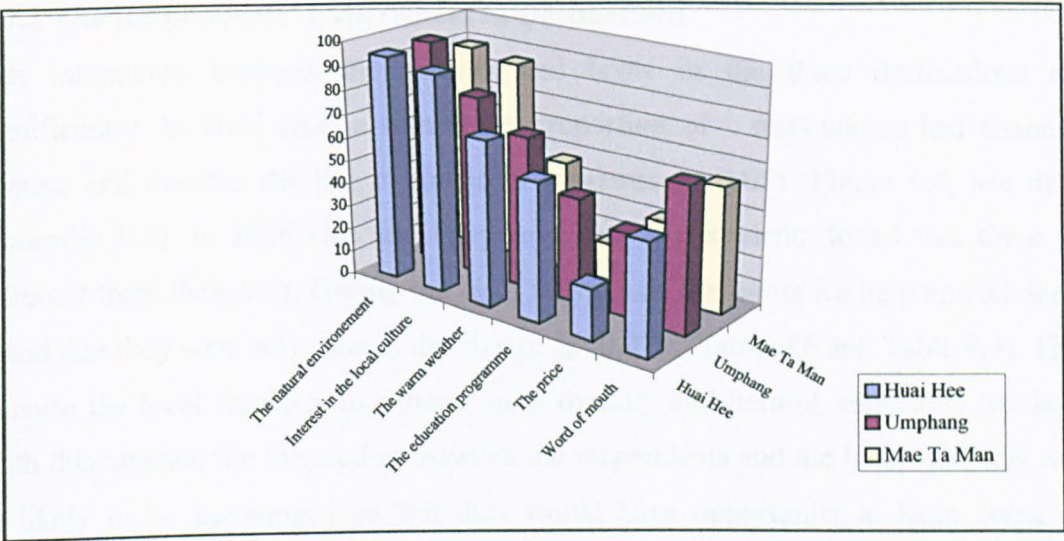


Figure 9. 4 A Comparison of Respondents’ Reasons for Visiting Huai Hee, Umphang and Mae Ta Man

Source: Survey of three study communities 2001-2002

In terms of tourist activities in the three destinations, Figure 9.5 shows that trekking was the significantly most popular tourist activity ($p<0.05$) (see data in Appendix 9.4).

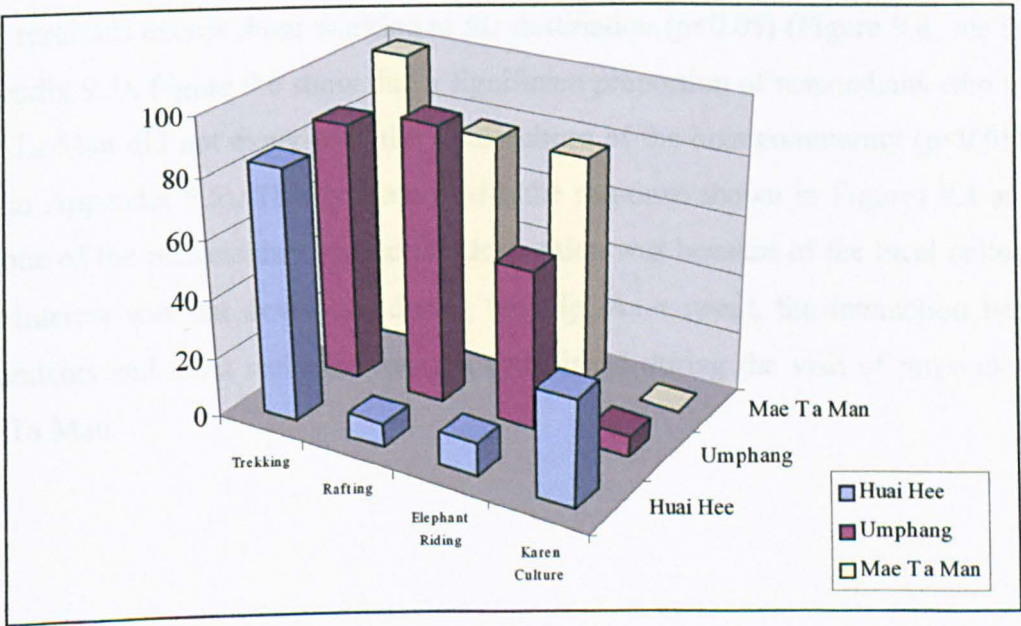


Figure 9.5 A Comparison of Respondents’ Tourist Activities Undertaken in Huai Hee, Umphang and Mae Ta Man.

Source: Survey of three study communities 2001-2002

9.7.2 The Respondents' Experiences at Destinations

The interaction between the visitors and hosts in the three destinations differ significantly. In Huai Hee, a significant proportion of respondents had chances to contact and observe the life of the local residents ($p < 0.05$) (Figure 9.6, see data in Appendix 9.5). In Huai Hee and Umphang, most respondents found that these were different from their own. During the visit, they asked the locals for help and advice and found that they were welcome in the village ($p < 0.05$) (Figure 9.6 and Table 9.4). This is because the local residents in general were friendly and helpful, especially to visitors. With this contact, the interaction between the respondents and the local residents would be likely to be encouraged so that they would have opportunity to learn about each other. This kind of interaction would contribute to visitors' better understanding of the local society and culture that is different from their own. The relationship between the locals and visitors was established and most respondents suggested an intention to keep contact with the locals in the future, as friend if possible.

In Mae Ta Man, according to the nature of a day visit destination, the present study suggests that a significant proportion of respondents did not have any contact with the local residents except those working at the destination ($p < 0.05$) (Figure 9.6, see data in Appendix 9.5). Figure 9.6 show that a significant proportion of respondents who visited Mae Ta Man did not experience the local culture of the host community ($p < 0.05$) (see data in Appendix 9.5). This conforms with the response shown in Figures 9.4 and 9.5 that one of the reasons they visited the destination was because of the local culture but their interest was not developed during the trip. As a result, the interaction between respondents and local residents was not established during the visit of respondents in Mae Ta Man.

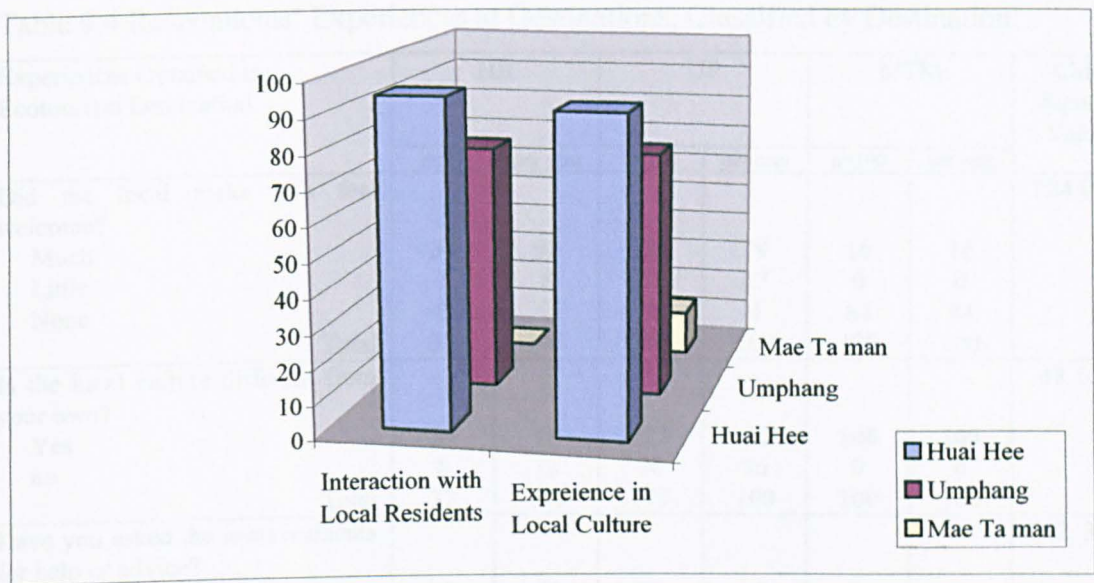


Figure 9.6 A Comparison of Respondents Experiences of Local Culture and Interaction between Visitors and the Local Residents at Huai Hee, Umphang and Mae Ta Man.

Source: Survey of three study communities 2001-2002

Table 9.4 Respondents' Experiences at Destinations, Classified by Destination

Experiences Obtained in Ecotourism Destination	HH		UP		MTM		Chi-Square Value	df
	n=37	per cent	n=193	per cent	n=100	per cent		
Did the local make you feel welcome?							224.971	4
Much	34	92	152	79	16	16		
Little	3	8	32	17	0	0		
None	0	0	9	4	84	84		
Total	37	100	193	100	100	100		
Is the local culture different from your own?							48.101	2
Yes	29	78	123	64	100	100		
no	8	12	70	36	0	0		
Total	37	100	193	100	100	100		
Have you asked the local residents for help or advice?							212.319	4
Much	25	68	91	47	0	0		
Little	10	27	72	37	2	2		
None	2	5	30	16	98	98		
Total	37	100	193	100	100	100		
Have you met any local residents with whom you intend to keep contact in the future?							96.481	4
Much	23	62	49	25	0	0		
Little	12	32	62	32	16	16		
None	2	6	82	43	84	84		
Total	37	100	193	100	100	100		
Present at Chi-Square Value indicated , Asymp.Sig. (2-tailed)= >.05								
Chi-square Analysis was performed on the absolute number, not the percentage								

Source: Survey of three study communities 2001-2002

Note: HH = Huai Hee Destination, UP = Umphang Destination, MTM = Mae Ta Man Destination

9.7.3 The Respondents' Attitudes Related to Holiday Experiences at Destinations

Overall, the majority of respondents to questionnaires in the three destinations significantly perceived that the activities undertaken such as jungle trekking, elephant riding, river rafting and camping, contributed to their educational experience of the nature ($p < 0.05$) (Figure 9.7, see data in Appendix 9.6), which to some extent developed their understanding and appreciation of the place. However, the responses from the interviews suggests that most respondents wished to learn more about the local culture and ecosystem (see Section 9.7.5). The activities encouraged the visitors' respect for local ideology and heritage and were felt to have promoted the socio-cultural pride of the locals; this was confirmed by the locals' own views (Section 6.4.2) ($p < 0.05$) (Figure

9.7, see data in Appendix 9.6). Additionally, the activities possibly contributed to environmental conservation at the destination ($p<0.05$) (Figure 9.7, see data in Appendix 9.6).

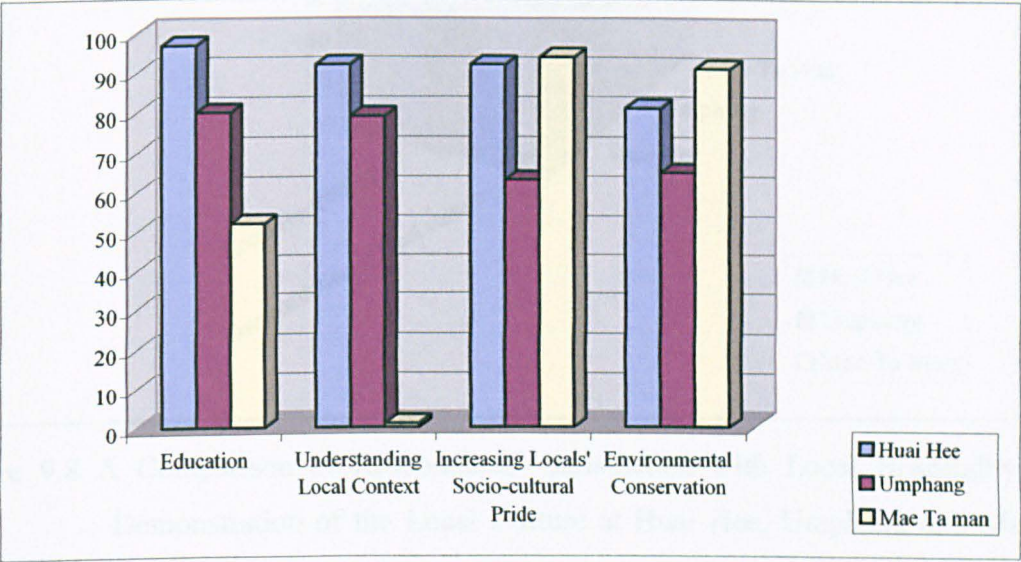


Figure 9.7 A Comparison of Respondents’ Attitudes to Holiday Experiences at Huai Hee, Umphang and Mae Ta Man.

Source: Survey of three study communities 2001-2002

9.7.4 The Respondents’ Satisfaction with Holiday Experiences at Destinations

The study suggests that the significant satisfaction of the respondents in the three destinations related to the local hospitality ($p<0.05$) (Figure 9.8, see data in Appendix 9.7). Moreover, in Huai Hee and Umphang, a large proportion of respondents were satisfied with the demonstration of tradition and culture of the local residents ($p<0.05$) (Figure 9.8, see data in Appendix 9.7). They were also most satisfied with the local accommodation ($p<0.05$) (Figure 9.8, see data in Appendix 9.7). The majority of respondents preferred to stay in small, locally owned accommodation rather than a large hotel and to eat the local cuisine at local restaurants if possible. However, in practice at Mae Ta Man the meal is already included with the trip arranged through the tour operator. In Huai Hee, the host family provides local food as part of home-stay service.

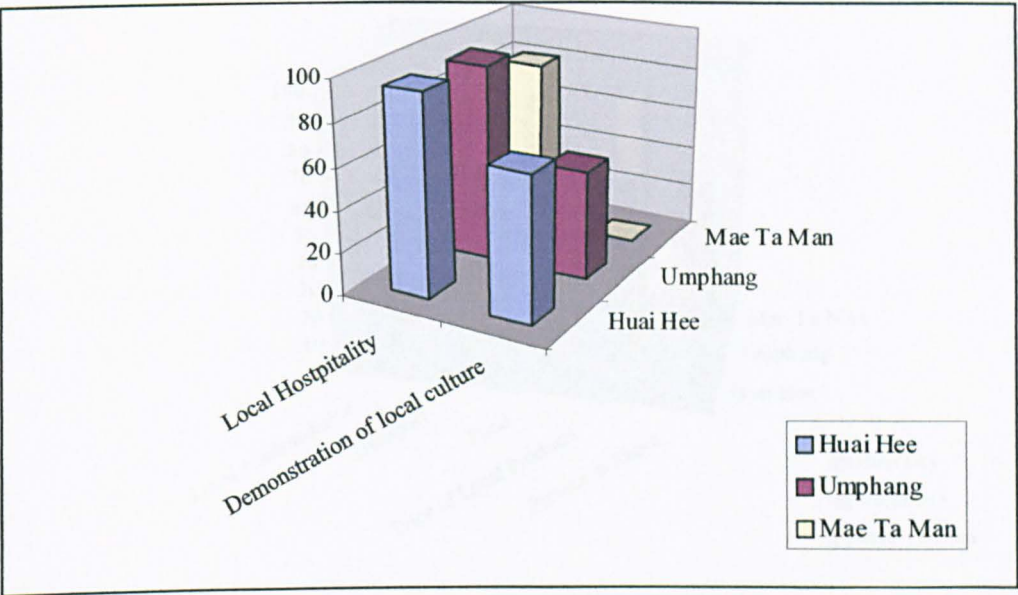


Figure 9.8 A Comparison of Respondents' Satisfaction with Local Hospitality and Demonstration of the Local Culture at Huai Hee, Umphang and Mae Ta Man

Source: Survey of three study communities 2001-2002

The majority of respondents who visited Huai Hee said they were not initially happy with the transport due to difficult and dangerous access ($p<0.05$) (Figure 9.9, see data in Appendix 9.8). This could influence the decision making for travelling to Huai Hee. A typical response from the survey also suggests that if the respondents knew in advance about the access, they would not have visited Huai Hee. However, after they had been to the destination, the access was no longer an issue as the appreciation towards environmental and cultural experiences is much higher. A large proportion of respondents who visited Umphang and Mae Ta Man were satisfied with the transport ($p<0.05$) (Figure 9.9, see data in Appendix 9.8), local cuisine ($p<0.05$) (Figure 9.9, see data in Appendix 9.8) and price of local products ($p<0.05$) (Figure 9.9, see data in Appendix 9.8).

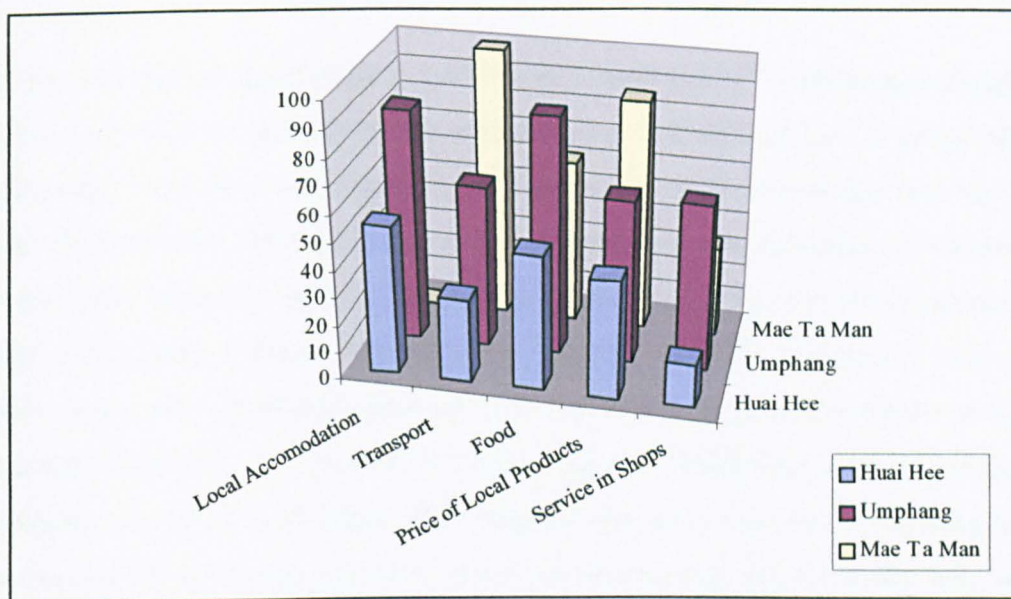


Figure 9.9 A Comparison of Respondents' Satisfaction with Tourism Infrastructure in Huai Hee, Umphang and Mae Ta Man.

Source: Survey of three study communities 2001-2002

9.7.5 The Respondents' Attitudes to Tourism Development at Destinations

a) *Huai Hee*

Regarding to Section 6.6.5, the present study suggests that if Huai Hee had been more fully developed for tourists with better quality accommodation and tourist facilities, most visitors would not choose to visit the destination as they perceive development would cause environmental and cultural degradation. Thus the village would lose its own charm. The destination should be maintained as it is now. Additionally, the number of visitors should be limited daily to ensure that it would not exceed the carrying capacity of accommodation provided by the destination. As long as the visitor numbers are limited and can be accommodated by the local residents, it is likely that the local residents would be able to manage and control the tourism enterprise in the area. Otherwise tourism may cause damage to the community rather than benefit.

b) Umphang

The present study suggests that in addition to experience of 'something different', most visitors expected to gain more knowledge about the destination in terms of natural environment and its conservation, local culture and their knowledge and ecotourism. They were satisfied with guides, food and comfortable accommodation but these were not the most important issues. The most important thing was that accommodation and toilets were clean. Further, they found that tourist activities undertaken were exciting and in some extent provided opportunity to experience unspoiled natural resources and environment (Figure 9.7, Section 9.7.3) but did not fulfill their wish of gaining more knowledge about the destination. This suggests that most visitors in Umphang had high expectation for obtaining education about the destination and its ecosystem, wild life and the local culture, but these were not always fulfilled.

A majority response from the interviews suggests that in cases where tourist destinations in Umphang had been more fully developed for tourism with better quality hotels and tourist facilities, the majority of the respondents would not seek to visit the destination. They believed that the development would cause environmental and cultural degradation as has happened in other destinations 'lost its own charm'. The destinations should be maintained as they are now. They pointed out that the motivation of visiting other places is because of the desire of experiencing something different, 'unlike at home' especially untouched destinations (by tourists). Further, they wish to travel and live fairly primitively (but clean facilities is preferable) in order to see nature on its own terms. Thus they would have opportunity to experience the unspoiled nature and local cultural environment.

In the case of Umphang, there was a contradiction in the expectations of tourism development among respondents. Most of them believed that a good road would bring too many visitors to the destination. Their activities may cause negative impacts on natural environment and the locals' society and culture. As a result, peace and atmosphere of the destination would be completely destroyed as well as the environment, first impression and the locals charm. On the other hand, some respondents would prefer it if the tourist facilities could be improved such as better

toilets, better transport system (helicopter for passengers between Tak and Umphang) and easier access to tourist attractions. If anything, the improvement or new development should not degrade the natural resources too much. They suggested that the destination should provide different kinds of facilities for different group of visitors, so that they have alternative options. These findings are in accordance with the views of Cohen (1972), Laarman and Durst (1987), Boyd and Butler (1996), Poon (1997) and Lawton and Weaver (2000) that different types of tourists have different interests and different demands on services and facilities in a destination that require different ways of management. Tourism management in Umphang faces the difficulty of how to satisfy all types of ecotourist.

c) *Mae Ta Man*

The present study suggests that in addition to the experience of 'something different', most visitors expected to gain more knowledge about the destination in terms of natural environment and its conservation, local culture and their knowledge. They were satisfied with guides, food and comfortable accommodation and they found that tourist activities undertaken were exciting but did not fulfill their wish of gaining more knowledge about the destination. Though they had opportunity to experience beautiful natural resources and environment they wish to learn more about the destination and its ecosystem.

The most common response from the interviews indicates that even if tourist destinations in Mae Ta Man had been more fully developed for tourism with quality accommodation and tourist facilities, the majority of the respondents would still decide not to stay overnight at Mae Ta Man. They suggested that the destination should be maintained as it is now as the motivation of visiting other places is because of the desire of experiencing something different, 'unlike at home' and they would generally avoid over developed destinations and it is accessible as a day trip.

In the case of Mae Ta Man, respondents believed that numbers of visitors would not much effect the destination. Their activities may to a certain extent cause negative impacts on natural environment but not on the locals' society and culture because of

limited interaction between the locals and visitors. However, some visitors would prefer it if the tourist facilities such as toilets could be improved. The present study also suggests that to maintain tourism enterprise in the area, it is necessary to keep the balance between the development and conservation of the resources, which is not easy when the main objective of the initiative is the contribution to local income generation, a focal point of stakeholders' interests. Umphang and Mae Ta Man are currently faced with the difficulty of how to balance the integrity of natural resources, society and culture of the area in competition with economic growth that is based upon the use of the resources.

Clearly, this shows the contradiction of attitudes and expectations of the visitors toward tourism development, whether the destination should be maintained or developed. At the same time, they wish for improvement of tourist activities that should provide visitors opportunity to experience both natural environment and local cultures. In terms of management, it is difficult to accommodate all those expectations in the destination to satisfy all types of visitors. As Poon (1997) identifies, the visitor's demands and tastes play significant roles in destination management and it is necessary to be aware that the preferences for destinations change constantly overtime. As discussed in 2.5, ecotourism offers visitors unspoiled natural environment with its connotations of sound environment and consequent maintenance of environmental capital in combination with a guaranteed level of satisfaction whenever a destination is visited. It can be questioned that with the various types of visitors at a destination, how can the destination be managed to satisfy all clients and the ideal balance be kept. To achieve the objectives of tourism development, the clarification of objectives as well as the destination management plan is set. It is essential that the target group of visitors must be specified and the destination has to be managed in ways that can attract them so that the expectations of the target visitors would be fulfilled and the management plan is achieved. This will mean deterring other types of visitors and possibly reducing the total income from tourists.

9.8 Summary

Tourism at the three study communities has been developed with different purposes in mind but all claiming to be ecotourism. Ecotourism has been used as either a tool for conservation of natural resource or for economic purposes. Tourist activities are based on the use of both physical and social environment of the areas. The differences in local geography influence the types of activities, tourism management and accessibility. The interaction between the visitors and the locals creates significant impacts on the local society and culture; excessive visitor numbers cause negative impact to the natural resource of the destination including waste problems, damage to road by vehicles, pollution, overcrowding and excessive use of tourist facilities result from insufficient amounts of toilet facilities in the destinations.

Though tourism injects new money into the local economy, there is lack of economic stability for the locals due to the nature of seasonal industry, locals' lack of skills in the tourism industry and an immigration of cheap labour. Most of the benefit accrued to the outside private entrepreneurs. However, benefits may flow through to the residents in improvement of other facilities in the community. Due to daily engagement in the tourism service, the locals did not have time to participate in any social activities. Thus the social relationship among the locals has declined. Further the young people are keen to lead the ecotourism enterprise instead of maintaining their traditional lifestyle.

In management terms, the common issues raised from the three destinations are as follow. 1) The local residents lack of knowledge and skills in management of the initiative and marketing of tourism products. Therefore, in practice, they are in the hands of the outside private business entrepreneurs. As a result, most of the benefits go to outside agencies. 2) Lack of mechanisms for educating visitors to the destination about its history and natural environment. 3) Lack of community participation in all stages of development process in practice (the local residents are involved in the enterprise only at the labour level). The present study suggests an involvement of local community and other stakeholders including both private and public sectors so that the opportunity is provided to tourism stakeholders to influence, share benefits and control over development initiatives and the decisions and resources that affect them.

The three case study communities are presented as illustrations of the potential applications of the analytical framework of ecotourism development in northern Thailand. Based on the review of ecotourism concepts, although different in nature, each case study reflects common issues that require attention by the industry and stakeholders in tourism both private and public sectors. Issues arising from the present study include the interrelated issues of economics, conservation of environment, society and culture, management, local participation and cooperation among stakeholders, education, activities and existing infrastructure are summarized and discussed in the next chapter.

CHAPTER TEN

Conclusions and Discussion

10.1 Introduction

This study has sought to determine whether ecotourism as currently practiced in northern Thailand conforms with international principles of ecotourism. In so doing, the current situation of ecotourism there was critically examined to answer key questions:

1. What is the state of implementation of ecotourism; and to what extent and in what form has ecotourism been implemented in northern Thailand?;
2. What are the impacts for the environment, economy and society resulting from ecotourism development in the destination areas as perceived by the local residents and other stakeholders?;
3. What are the types and levels of involvement of stakeholders and other actors in the development of ecotourism?; and
4. What are the key explanatory factors of the present situation of ecotourism in the destination areas?

To achieve the objectives of the study, the methodologies adapted for data collection were in depth-personal interviews and focus groups with local residents and other stakeholders; participant observation; and self-completion visitors surveys. The study also established a set of criteria to assess and evaluate the situation and potential of tourism in the case study communities. Three case studies in Huai Hee in Mae Hong Son province, Umphang in Tak province and Mae Ta Man in Chiang Mai province were employed to demonstrate the potential and explore the possible merit of ecotourism development in northern Thailand. The selected case studies offered contrasts in ownership and approach to tourism management and operation. However, they also shared in common the fact that tourist activities took place in remote areas and operated in the natural environment.

This chapter presents the conclusions of the study, drawing together all the elements of the project with a critical discussion of the findings and their implications and the

limitations of the study. The chapter concludes with suggestions and recommendations for further research.

10.2 Review of the Research Findings

10.2.1 The Present State of Implementation of Ecotourism in Northern Thailand

According to Thai government policy, tourism is seen as a driving force to boost the economic development of the country. In addition to economic benefits, however, tourism has caused negative impacts to the natural and cultural environments in many destination areas. Therefore, ecotourism has been introduced in attempt to mitigate tourism impacts in some destinations. Ecotourism is also seen as a tool for: enhancing ecological and social sustainability; community development that promotes involvement of the locals in the tourism development process; and contributing new businesses in the community and an alternative means of income generation.

There are various organizations set up with budgets to support and promote ecotourism in the country such as the Royal Forestry Department, Thailand Research Fund, the Tourist Authority of Thailand, and several universities. In each situation, ecotourism has been implemented according to each organisation's own perceptions of the industry. Most of them chose to open up new areas for tourism development and move forwards to another location when tourism declined because of degradation of the area. This is considered as a 'slash and burn' approach. At the same time, many ecotourism projects were set up in order to promote widespread community involvement and equitable distribution of decision-making power, cost and benefits. However, what has happened in reality is that whilst the projects led to the formation of new business elites, they tended to represent only a small fraction of the 'local community'. In Umphang, this is spearheaded by groups of local entrepreneurs, who mostly immigrated to the area, and represented themselves as local participators. So local entrepreneurs end up catering primarily to their own economic interests rather than those of the community at large, leaving the latter to pay the costs of development without also sharing worthwhile benefits.

As both the private and public sectors concentrate on opening new ecotourism sites in the areas for which they are responsible, it is possible that ecotourism destinations will become over supplied. This is because of the small-scale nature of ecotourism marketing implemented at both domestic and international levels; the proportion of ecotourists is relatively small.

To determine the present situation of ecotourism in the study communities, the study identified five themes or key issues, including: 1) interpretation of the ecotourism term; 2) tourism management; 3) educative component; 4) community participation; and 5) cooperation between stakeholders. These interact at all levels of actors' involvement including: public sector; private entrepreneurs; the local community; NGOs; and tourists, as included in the following discussion.

10.2.1.1 Interpretation of the Term: Ecotourism

The study revealed that the development of ecotourism in the study locations has faced difficulty due to the general lack of a clear-cut definition and fundamental understanding of ecotourism in practice. The term is interpreted differently amongst stakeholders including local community, private and public sectors, NGOs and other actors. Correct interpretation is seen as essential to the achievement of ecotourism principles because it has great influence on the sites and activities operation.

10.2.1.2 Tourism Management

Sustainable tourism is concerned with mostly a contribution to the conservation or preservation of natural environment, social and cultural characteristics of the local community as well as empowerment and strengthening of the community. Further, it is also seen as a contribution to income generation and distribution that has implications for a range of new business and employment opportunities. Thus, communities should gain income through tourism to better the quality of life of their members. This is a way of earning from their natural resources. The study revealed that tourism management approaches in northern Thailand vary depending on resource ownership and their interests that critically influence the contribution of tourism to the destination and its people. For example, at Huai Hee, tourism is managed by the community members and

under supervision of the NGOs. The initiative aims to provide a contribution to conservation of local community and its natural resources. The study suggests that when local residents are involved in planning and management of tourism from the start of ecotourism development initiative and receive benefits, they are more likely to support tourism and conservation. However, it does not hold true for the destinations of Umphang and Mae Ta Man. This is because the tourism planning and management is in the hands of outside private entrepreneurs. The locals are only involved as labour in the enterprise (further details are discussed in Section 10.2.4).

10.2.1.3 Educative Component for Visitors

Ecotourism is defined in part as an educational experience that distinguishes it from adventure tourism. It aims to raise visitor awareness and appreciation in the destination visited. Thus, the operation of ecotourism requires an involvement in tourist activities and interpretation of the local natural and cultural environment. This would provide an opportunity for visitors to learn and experience and acquire better understanding of the destination and its habitats. The locals have the opportunity to share and exchange knowledge with visitors. Through these educative experiences, the result is increasing environmental and cultural awareness among stakeholders (which would in turn contribute to conservation of natural resources, society and culture). In this respect, the study suggests that tourist activities provided at Huai Hee are the best contributor to visitors' knowledge. Because of the direct interaction between the host and guests, they had opportunity to exchange knowledge, which not only contributed to better understanding between each other but also to appreciation and conservation of the destinations.

10.2.1.4 Community Participation

Participation is one of the most frequently stated components of ecotourism and requires an involvement of the local community in all stages of the ecotourism development initiative that includes decision-making, planning, implementation, auditing, evaluation and problem resolution. This applies to both direct and indirect participants and beneficiaries. The study suggests that tourism management at Huai Hee has involved most of the local residents at all stages of the development process. In contrast, the

locals at Umphang and Mae Ta Man are unlikely to be involved in the development, and really only at labour level. They are employed as for example; elephant mahouts, river raft or rubber boat helmsmen, cooks, cleaners, gardeners, tour guides and porters.

10.2.1.5 Cooperation between Stakeholders

The involvement of stakeholders, including government, business and local residents, is often stated as one of the key issues in sustainable tourism. Their cooperation is considered to play a significant role in the success of tourism initiatives. This study has revealed that there is still lack of interaction and cooperation between these different stakeholders. Due to limited capability in management of tourism of each of the stakeholders, co-management between them is seen as the way to compensate for their weaknesses as well as contribute to their working and learning experience so that they would learn how to negotiate and cooperate. Thus, the conflict of interests between them may become less. To create interaction between stakeholders requires changes in policy, ensuring the formulation of interaction and cooperation amongst different parties, at all levels including at national, regional and local levels. It is also necessary to establish organisation and relationship between policy and practice.

In Umphang and Mae Ta Man, the majority of stakeholders involved in the tourism development are outside business entrepreneurs. They mainly participate in the development for their own economic advantage. In Umphang, the majority of local residents neither participate nor benefit in the project as the locals' involvement was taken over by the commercial interests of certain individuals within the community. Although the tourism project in Umphang has won international recognition as a good practice model of ecotourism, in fact, it faces problems of conflict of interest among stakeholders in the area where privileged, business-minded community members participated in the ecotourism development initiative for the sake of their own economic benefits (Chapter 7).

In Huai Hee, ecotourism was employed as a community development tool and recognised as 'community based ecotourism' that involved the local community in the development initiative under supervision of NGOs. The NGO workers have opened tour

companies to market the ecotourism products originally created by the community development projects. Consequently, the indigenous people only obtain a tiny proportion of tourist income. This raises questions of whether the benefits were directly distributed to the local residents as well as raising doubts about the achievement of sustainability and the sincerity and vested interests of development project managers (NGOs) who report successful results in the area of 'community participation' (Chapter 6).

10.2.2 The Impacts of Tourism Development

According to the theoretical framework of the present study as set out in Chapter 2, ecotourism ought to contribute to the conservation and preservation of the natural environment and social and cultural characteristics of the local community as well as to local income generation and local participation. Those consequences in practice could be either positive, negative or both. The study revealed that most negative impacts of tourism are caused by the operation and management of tourist activities and by exceeding the capacity of tourist infrastructure and services in the destination as well as the local ecology. This often happened in the period of long weekends as hundreds of visitors visited Umphang. The study of the perceived impact of tourism on Mae Ta Man and Umphang is complicated by the fact that Mae Ta Man is close to Chiang Mai, the major urban centre of northern Thailand whereas Umphang, in Tak province, received intensive development of infrastructure as a strategy to defeat the communist party in the area. As a result, even in the absence of tourism, the destination would be affected by influences emanating from the development of a big city nearby (Chiang Mai and Tak provinces). It is therefore difficult to gauge the precise impact of tourism among the other forces upon the destinations even though tourism is perceived as a driver to accelerate change in the local agricultural society and its surrounding. The further discussion on consequences of tourism in the study communities are as follows.

10.2.2.1 Environmental Impacts

The study revealed that the local residents and other stakeholders perceived that the impact of tourism development at Mae Ta Man and Umphang seems to have negative elements. The activities were considered to have contributed to the decline of natural

resources, especially the degradation of the forest and its surroundings and to changes in land use patterns (This has also been remarked upon by others; for example Wearing and Neil, (1999), Carter (1994, 1997), Savage (1993), and Wall (1995). In Umphang and Mae Ta Man, the present study has highlighted the problems that come from overcrowding and tourist activity that result in the destruction of natural resources and cultural elements which had previously given the destinations their own identities and appeared to guarantee their long-term quality of life. The most common adverse environmental impacts observed were, traffic congestion and parking, noise, pollution, litter, erosion and damage to vegetation along walking trails. In Umphang, excessive visitor numbers in high season have caused waste problems, pollution along the trail, river, soil and road erosion and the disturbance of wildlife in Umphang Wildlife Sanctuary area (Chapter 7). Clearly, the adverse tourism impacts are apparent at Umphang and Mae Ta Man, and stakeholders generally notice their occurrence but ignore it because it is not seen as important as long as income is generated by tourism (Chapters 7 and 8).

At Umphang and Mae Ta Man, there is a tendency for stakeholders to capitalize on the ecotourism market regardless of whether or not it is being practised responsibly. Both destinations claim to foster ecotourism but have not found an adequate balance between the elements of environmental, economic and socio-cultural sustainability. In contrast, the current ecotourism situation in Huai Hee is that adverse impacts on the environment are not a problem at present (Chapter 6).

10.2.2.2 Economic Impacts

Since the development of tourism has taken place, tourism brings more money to the three study communities than other types of business or industry. In Umphang and Mae Ta Man, the local economies are largely dependent on the industry though it does not provide economic stability for the locals due to the nature of employment that depends on varying numbers of tourists. Most employment is dependent on whether there are tourists or not, meaning that if there are no tourists, there is no employment and vice versa. The direct income to the local residents generated through the sale of souvenirs, the provision of food and beverages, accommodation, service and through employment

in the businesses, are considered to be the best kinds of well paid activity available in the community. In comparison with the occupations of previous generations, the occupations in the communities have changed positively in the views of younger people and some older people. Recently, the young Karen people in Huai Hee and Umphang have lost interest in land stewardship as they are keen to be involved in leading the ecotourism enterprises instead of maintaining their traditional lifestyle of hunting and farming (Chapters 6 and 7). Thus, the traditional life style could vanish and their values and way of life would be changed. Despite the efforts of NGOs (Section 6.4), even at Huai Hee the traditional way of forest management and hunting are being lost.

The study suggests that, like any sort of tourism, the most positive consequences of ecotourism development in the three communities are increased employment opportunities. Although tourism causes some other negative impacts to the community, they are not seen to be as important as the income generated. The locals perceive that increased income has resulted in better quality of life in that they can afford to buy more things to improve their living conditions. It is also perceived that tourism provides the local residents with more opportunity to obtain higher education than compulsory school provided by the government. But on the other hand, it also generates economic costs such as higher costs of living for local people including higher prices of goods and services, land and housing values, as demonstrated by the current situation in Umphang and Mae Ta Man. In addition, a significant economic condition faced in Umphang and Mae Ta Man is economic leakage. This is because more than 80 per cent of the business owners in Umphang and 100 per cent of business owners in Mae Ta Man are outsiders. They are capable of investing in quality accommodation, restaurants, tour companies and various channels of domestic and international tourism marketing whereas the local residents can mostly participate only at manual labour level due to lack of investment resources, tourist industry skills and the poverty in the area. To run the enterprise in Mae Ta Man, the business owners imported food and other materials from the town of Chiang Mai. In Umphang, the study also revealed an increase of foreign workers from outside communities (hill tribes and Burmese refugees). This is because they are cheaper than local labour (Chapters 7 and 8). This suggests that later the locals may have a choice of either working for little pay or not working at all. This would also

cause leakage of potential economic benefit as the imported workers send money home. In contrast, small-scale, local owned businesses in Huai Hee seem to have the best impacts by supporting local residents and minimising economic leakages to the outside.

In terms of benefit sharing, most of the benefit lies in the hands of the outside private entrepreneurs. As discussed in Chapter 2, the situation in Huai Hee, Mae Ta Man and Umphang seems to support Place's finding (1995) that a high proportion of tourist income has been diverted to outsiders, whereas the local people obtain only a tiny proportion of tourist income. He argues that ecotourism can also generate economic costs that may affect all residents including those who do not receive benefits.

10.2.2.3 Social and Cultural Impacts

The study revealed that tourism development had not only enhanced the material quality of life of the local communities but had also resulted in the destruction of local culture. This includes: loss of traditional employment systems; loss of local traditions; commercialisation of local cultural products; social disruption; loss of interest (particularly among young people) in land stewardship; and increase of conflict of interest in the community amongst those that benefit from the tourism. These perceived impacts are associated mostly with tourist activities management (see Section a above, environmental impacts) and condition of employment. Due to daily engagement of the locals in the tourism service, in Mae Ta Man and Umphang, the local residents are effectively servants without social interaction. The local residents did not have time to participate in any social activities. For example, some locals could not participate in the funeral ceremony in the village unless they paid somebody else to replace their job. This results in a decline of the local traditions as well as of the social relationship amongst neighbours. Likewise, the contact with new cultures and lifestyles represented a socio-cultural shock for the traditional and patriarchal society of host communities. Moreover, the social atmosphere in Mae Ta Man and Umphang is no longer suitable for celebration of holidays and traditions, which are therefore losing their traditional meaning. Many of these cultural and religious activities have been moved from their traditional period to the 'low-season' when there are less visitors in the destination.

Some traditional activities have disappeared such as harvesting activity, and *working bees*, where every one in the village helped each other in the field.

In Huai Hee, although tourism is perceived as having limited impact on local society and culture at present, in the long term, tourism has potential to cause changes to the local culture and society. This can be seen from the use of the cultural identity of the village that has potential to become just one of the local products for tourist consumption, for example, traditional dancing and ceremonial performance at the New Year, 'Pee Thee Pook Kao Meu', were performed to welcome visitors (Chapter 6). The wedding and the new house warming ceremonies could be performed as requested by tour operators and the performers and organisers in the village got paid from the work. These suggest the potential of cultural destruction that could influence the values and way of life of the local residents. In addition, another aspect of tourism, accommodation 'home stay' provided in the village, can cause in depth social impacts to the community due to the direct interaction between the host family and guest. Thus, the community identity could possibly disappear. As the local culture is one of the tourist attractions, the destruction of local cultural environment could also cause unpopularity of the destination amongst visitors. As a result, tourism would be likely to decline.

In contrast, in Mae Ta Man, as a day visit destination, visitors neither spent much time in the village nor had direct contact with the local residents, lacking the possibility of direct interaction between guests and the host community. Therefore, greater numbers of visitors may not always give greater social impacts to the community. As a result, tourism in Mae Ta Man can possibly become successful mass 'ecotourism' if it is managed in a sustainable way.

In addition, the farmland and forest have been converted into tourist resorts in Mae Ta Man as have guesthouses in Umphang. As a result, the majority of the local population has moved to a modern urban life style as witnessed by the fact that they sell their land to buy for example, TVs, fridges, motorcycles and other house possession. This practice continues to increase. As a consequence, many people have lost all they owned. In this respect, losing sustainable resources (land) for self-sufficiency is crucial as it was what

their life depended on. However, it may be argued that changes in land use patterns in destinations would be likely to take place whether or not tourism was developed in the area. This is because of the national economic and social development plans that aim to boost local economy and improve quality of life of the people and Mae Ta Man is located near a major population city of Chiang Mai. As a result, the locals were introduced to a life style of material consumption. In this respect, tourism could be seen as an accelerator that made it happen sooner. In Umphang, the area is dominated and driven by tourism and must adapt itself to the requirements of excess demand in the peak season as a consequence of excessive tourist numbers using accommodation provided in Umphang. Likewise, in some houses a virtual new business flourished and some family houses were converted into guesthouses and were practically un-occupied in the low season. These could also have consequences in changes in society and culture of the host destination.

As tourism provided the locals with alternative income distribution, the local residents' occupation was changed, which impacted as well on their lifestyle to become 'material consumers'. Nevertheless, many in the local population continue living beyond their true economic means, as the expenses are more than income obtained. Many of them are in high debt because they did not buy the household possessions in cash but pay monthly. Most of the contracts are between 1 to 4 years payment, with at least 25 per cent interest (Chapters 7 and 8). They spend and do not possess the capacity to adapt to a new life style. Due to lacking any type of academic training and tourism management skills, they have occupied the lowest paid job positions in the tourist business, but most local residents do not think that it is a low status job but it is the best kind of job available in the communities due to the better income compared to working in the field. However, the next generation may not see it this way as to some it is perceived as unfair employment in terms of employment conditions in that the employees have to work every day of the year (except one) and if sick, have to pay for a replacement (Chapter 8). This would require national regulations of working conditions as in western countries.

Moreover, the deterioration of the natural resources is not only due to economic interests, but it also stems from conflicts of interest and different values among stakeholders. With the development of tourism, community spirit has been undermined, especially among the younger generations. Their interest has been divided into the sum of individual interests, many times in direct contrast with each other, which often results in conflict of interests in the communities (Chapters 7 and 8). On the other hand, in the three study communities, stakeholders perceive the positive impacts of tourism in terms of increase in better family life. This is because tourism contributes to the employment opportunities in the communities, many of the younger people both male and female returned home to work while most young people have stopped migrating to work elsewhere. As a consequence, the family members were living together which was considered as a good family life.

10.2.3 The Nature of the Involvement of Stakeholders and Other Actors in the Ecotourism Development

Cooperation among stakeholders, including government, the private sector and local residents and their involvement in tourism initiatives is considered essential by some for the achievement of sustainability development goals of ecotourism (Eagles and Higgins, 1998). It is necessary to formulate active local community participation at all levels of development initiatives included in the planning process and in operation management of ecotourism (Drumn, 1998) which is frequently stated as being significant to the contribution of tourism to the conservation of both environment and culture of the area⁹⁶ (as discussed in Chapter 2). This view is supported by the results of the present study. The study also identifies that the most important issues are that local communities involved in the industry do not have sufficient knowledge to organize a conservation programme involving management and marketing techniques; thus they are likely to prioritize visitors satisfaction over the needs of the natural resource. Further, political instability is another issue that influences the development of ecotourism. This is because the policies change every few years and depend on who is in power.

⁹⁶Panyadee, Thanuphol, Suwan, Tan-Kim-Young, Chuchat, Pers. Comm., January 2002

As Pretty (1995) suggests, there are a variety of ways to determine local participation schemes, such as at Huai Hee where the local participation can be classified as 'self-mobilisation'. Although the community received considerable assistance in its early establishment, its tourism ventures have been largely unassisted. In terms of degree of participation, the present study raises a debate upon the term 'the full participation of the local'. For example in Huai Hee, social order dictates that it is the men's voice that can be heard most loudly.⁹⁷ Thus it means that only about half of the residents participate in the development project and this is regarded as full participation in terms of local culture. Although the women may not participate publicly they could have considerable influence on the men's decisions. The study revealed that a degree of participation does not always mean that everyone in the community has to participate in the project. It depends on each local context; for example, in Huai Hee and Mae Ta Man, one person from each family participated in the tourism enterprise but with different degrees and levels of participation. In Huai Hee, the participants were involved in the decision-making and operational levels while involvement of the local residents in Mae Ta Man was only at the labour level as was also the case for the majority of residents in Umphang. To some, higher numbers of locals participating in a project is considered as a better kind of involvement. But the study argues that the numbers of local residents participating in a project would not necessarily influence the success of the project. On the contrary, the processes and levels of the involvement are influential factors as witnessed in Huai Hee when the local community manages the enterprise and benefit from it. This is because they were involved in ecotourism from the very start of the project and at all levels of development process (Chapter 6).

In Huai Hee, the study revealed that NGOs are essential key actors as their support can contribute significantly to success or failure of ecotourism development. This is because they play an important role in aspects such as: helping to define and direct the growth of ecotourism; providing information and guidance on ecotourism issues; serving as vital sources of financial and technical assistance for ecotourism projects on the ground; and facilitating negotiations between local community and public sectors thus, ensuring that

⁹⁷ For details, see discussion in Chapters 4 and 5.

adequate links are made and mutual benefits are obtained. NGOs also play a significant role in marketing the ecotourism products by setting up the tour agency and being a mediator between the locals and tourists. Thus, they obtain the biggest proportion of income generated (Section 6.4.1). This therefore raises doubt about the sincerity of their support, whether their involvement in the development was for their own economic benefit.

Academics and practitioners play essential key roles in the contribution and establishment of tourism policy and guidelines, including the development initiatives, because they are employed by TAT to conduct studies and to establish the tourism policies at national level. The study revealed that ecotourism development needs cooperation among stakeholders and media which will contribute to increasing and maintaining numbers of tourists to ensure that tourist activities are undertaken. The local residents alone cannot do this due to the lack of knowledge and skills in marketing tourism; they need to be supported. If this is not done, most of the benefits lie in the hands of outside business entrepreneurs. In this respect, this study raises issue of partnership amongst local residents and other stakeholders in the development of ecotourism initiatives. This is likely to be the most appropriate approach for sustainable management of tourism as stakeholders could benefit from each others' capability in managing tourism enterprises. In practice, an inter-cultural exchange and knowledge transference between partners would be likely to be formulated through the co-management of tourism. This will also contribute to a learning process, a learning experience among them and to learning how to work together.

10.2.4 The Key Explanatory Factors of the Present Situation of Ecotourism in the Destination Areas

The study revealed that differences in the ecotourism situations between the three study communities were influenced by several key explanatory factors including:

- The location of and access to the destinations;
- Ownership and objectives of tourism development;
- Type of activities and tourists;
- Visitors and local residents interaction; and

- Perception of and attitudes towards ecotourism and its contribution.

These factors varied considerably between the destinations discussed. The conclusions may be summarized as follows:

10.2.4.1 Location and Access

The study revealed that differences in location and access, due to the physical context of each of the destinations, plays a significant role in determining the number and frequency of visitors to the destinations. Several times more tourists visit Mae Ta Man and Umphang compared with Huai Hee. This was because of the condition of the road and safety of transport to the destination. To Huai Hee, it takes up to 2 hours to drive the 26 km. on a dirt mountain road, rough and winding. This can only be travelled by 4WD drive vehicles or on foot. In addition, locations that are near a major population centre have higher potential to receive visitors as witnessed in Umphang, near the capital of Bangkok (Figure 7.1) and Mae Ta Man near Chiang Mai (Figure 8.1). This is because numbers of population and tourists in major cities are high. Most tourists buy a package tour to include a visit to Mae Ta Man while many domestic tourists visit Umphang.

10.2.4.2 Ownership and Objectives of Tourism Development

The study concludes that the different forms of ownership in the three destinations is an essential key factor which influenced the current situation of tourism in the area as explained below.

In Huai Hee, ecotourism was used as a tool for conservation and preservation of natural environment and the local culture of the area. The enterprise was fully managed by the local community with support from NGOs. The benefits were shared among the local resident members. Tourism is still only a supplementary source of income and has not yet become a full-time occupation.

Umphang is an example of co-operative management by the Royal Forestry Department, the local authority, the Tourism Authority of Thailand, and the host community and the business private sector in the community. Ecotourism was promoted

as the solution to mitigate the existing negative impacts of tourism as well as a tool for economic generation and contribution to the local community. More than 80 per cent of business entrepreneurs are outsiders. They are tour operators as well as owners of guest houses, restaurants and other tourist services in the area. As a consequence, most of the benefits from tourism lie in the hands of outsiders. The local residents are involved in the enterprise at the labour level. Tourism provides fulltime occupation for only a few as well as part time employment, and is still only a supplementary source of income for most local residents.

In Mae Ta Man, the private sector was a key actor in the area, owning elephant camps and operating tourism and its activities on its own. Tourism has become a full-time occupation for a substantial and growing part of the labour force; people move out of agriculture and into tourism. The local residents sold their farm land to the outsiders. This has consequences in changes of the landuse patterns in the area.

In Umphang and Mae Ta Man, private business entrepreneurs play a significant role in tourism developement. They are developing a growing interest in the business and expanding their operations. Their efforts are facilitated by the expansion of the network of roads, which enables tourists to gain easy access to the destinations, and by marketing promotion from the Tourist Authority of Thailand as well as their own marketing channel. The entrepreneurs' policy influenced the employment of the local residents. Currently, they tend to import cheap labour from outside the community. The locals' employment would soon possibly be replaced by lower-paid employment of migrant Burmese and hill tribe people from other areas.

10.2.4.3 Type of Activities and Tourists

Amongst the three study communities, the study revealed differences in tourist activities and management approaches. In Huai Hee, tourist activities are based on natural and Karen cultural resources. Mae Ta Man represented the only 'one day package tour' based primarily in Chiang Mai that provided tourist experiences of activities including elephant riding, river bamboo rafting and ox-cart riding. Mae Ta Man was different from both Huai Hee and Umphang in that tourist activities were a controlled day visit

that depended on elephant camps that were the only attractions in the area (without the camps, there would not be any visitors). The activities of elephant riding and bamboo rafting had to be booked in advance due to the limited numbers of elephants and bamboo rafts. Regarding ecotourism principles (Chapter 2), tourist activities in Umphang and Mae Ta Man are more like 'adventure tourism' than ecotourism. This is because the activities seem to provide visitors with only very limited educational experience and interpretation of natural and socio-cultural environment.

Due to differences in tourist activities in the destination, there are differences between the types of tourists who frequent the town tour based on Mae Ta Man or the jungle and culture tour of which Huai Hee is a focal point, whilst Umphang is famous for adventure tours. Mae Ta Man tourists are usually middle-aged mass tourists (35-54), who come for a short site-seeing visit of a few hours. Those in Huai Hee and Umphang are primarily young tourists (25-34), who come for overnight visits. They do not buy much but wish to experience living as the locals live. Thus hosting becomes the principle source of revenue from tourists and the main activity in which the tourists engage during their temporary stay in the village. The study also revealed significant differences in the numbers and frequencies of tourist visits and access to the destinations. According to the visitor numbers and tourist infrastructures and services in the area, the management approaches are different between the three destinations. As discussed in the previous section, Huai Hee was a locally owned and managed enterprise involved with small-scale management of tourism. In Umphang, the management of tourism mostly lies in the hands of outsider business entrepreneurs and is involved with mass tourism. This is because Umphang has received international awards and recognition for the work in promoting ecotourism yet its efforts seem to have been thwarted by the growth in mass tourism within the area. In Mae Ta Man, tourism is a private enterprise that is also involved with mass tourism management and because of the location and success in marketing, the number of visitors is increasing relatively faster than in Huai Hee.

10.2.4.4 Visitors and Local Residents Interaction

Based on the tourist activities, services and their management and the local culture context in the three study communities, the degree and level of interaction between visitors and local residents varies greatly and may have consequences on social and cultural impacts on the community. The study revealed an important conflict between good interaction in the short term, but leading to the destruction of the local culture in the long run. For example, in Huai Hee, home-stay accommodation provides direct and in depth interaction between hosts and guests. On one hand, this kind of interaction contributes to visitors' educational experience of the local culture, but on the other hand, it was likely to cause most long term cultural impact to the host family of home-stay accommodation (see Section 9.3.3).

In Umphang, there was interaction to a certain extent between the locals and guests depending on the activities undertaken. In the case of Mae Ta Man, being a day visit destination and a package tour venture, visitors were at all times engaged in tourist activities and did not stay in the village. Thus there was limited direct contact between the local residents and visitors. In addition, the language and communication barrier was another issue that constrained the interaction between the local residents and visitors. In Mae Ta Man, the majority of visitors were from overseas and the local residents could only communicate in Thai.

10.2.4.5 Perceptions of Ecotourism and Its Contribution

This study indicates that the perceptions of stakeholders towards ecotourism are different between destinations depending on the stakeholders' interests. Ecotourism can be seen as a tool for conservation of natural resources and/or for economic purposes, especially for the sake of the private sector and its interests. For example in Huai Hee, ecotourism is perceived not only as a way to achieve natural resource conservation, and preservation of the community and its surroundings but also an instrument to exercise control over community land and direction of community development.

Thus the local residents and involved stakeholders perceive ecotourism as 'responsible travel'⁹⁸ to unspoiled destinations where visitors have direct contact with the locals and natural environment. On the other hand, in Umphang and Mae Ta Man, stakeholders perceive ecotourism as an economic generation and marketing tool. Thus, the purposes of ecotourism development can be seen to directly influence the management of the industry, whether it will lead to sustainability of the area or not.

The study also revealed that the operation of ecotourism would be dependent on individuals' perceptions as there is no patent on what the approach entails. In terms of the success of ecotourism development, success is perceived differently among stakeholders. For example, local residents and stakeholders in Huai Hee saw success as an achievement of community empowerment, socio-cultural conservation and environmental conservation including income generation and fair sharing of benefits, which does not necessarily mean that the local residents should get most money or an equal share. The benefits would depend on the degree of involvement in the development. Moreover, it also involves management of tourism resources because the stakeholders, particularly the local residents, wanted to have control over their community and natural resources and on the development of local community, and ecotourism was seen as the most appropriate instrument. In Umphang and Mae Ta Man, local residents and other stakeholders perceived success as an achievement of economic benefits. These suggest the essential perception of stakeholders towards ecotourism has direct consequences on the actual impacts on the local community and its surroundings.

To summarize, a comparison of the ecotourism situation at the case study communities identifies the following problems:

- Lack of fundamental understanding of the ecotourism term. It means different things to different people, especially among stakeholders;
- Misuse of ecotourism only as a marketing strategy;

⁹⁸ Responsible travel refers to an awareness, better understanding and preservation of both physical and cultural aspects of the destination, taking care not to alter the integrity of the ecosystem. It is understood as travel including related activities and services that contribute to sustainable tourism and invariably involve integration of the competing objectives of environment and development, which implies the achievement of sustainability of socio-culture and environment of the tourist destination.

- Tourism activities do not contribute to visitors' educational experiences;
- Lack of tourism management skills among local residents;
- Lack of locals participation at all stages of tourism development cycle;
- Lack of cooperation among stakeholders in tourism development;
- Lack of organisation responsible for ecotourism management; and
- Lack of monitoring of ecotourism situation and its consequences. TAT's main responsibility is to promote and market the ecotourism products, not to deal with other problems.

10.3 Assessment of the Research Hypotheses

10.3.1 Justification of the Hypothesis that Tourism in Northern Thailand Does Not Conform to International Principles of Ecotourism.

According to the theoretical principles of ecotourism identified and developed in Chapter 2, five key principles that are fundamental to ecotourism include: 1) culture and nature based tourism; 2) social and ecological sustainability; 3) social and environmental education; 4) generation of local benefits; and 5) local participation. Ecotourism in principle appears to offer a destination the promise of a form of tourism which does not deplete natural and cultural resources.

In Umphang and Mae Ta Man, the study revealed that the contributions of tourism to host communities are contradictory. Tourism is seen as a 'double edged sword' that contributes to both positive and negative impacts on the destination and its people. In terms of economy, tourism provides a very significant financial contribution to local economies even though the income derived from tourism does not benefit most local people sufficiently. The tourism sector is still to a very large extent in the hands of outside business entrepreneurs (Chapter 9). Alongside the economic benefit, tourism development has been perceived as having negative impacts on natural and cultural environment and has given rise to serious concern (Chapters 7 and 8). Most environmental impacts are associated with excessive numbers of visitors in relation to

the local ecology and tourist infrastructures in the areas as well as the operation and management of tourist activities. In Mae Ta Man, environmental impacts were perceived as traffic congestion and parking, noise, pollution, litter, erosion and damage to vegetation. In Umphang, the perceived impacts were associated with waste and litter, soil erosion, destruction of vegetation and the disturbance of wildlife in the conservation area. In terms of the social dimension, the study revealed the loss of interest amongst young people in land stewardship in Umphang and Mae Ta Man. They were keen on leading tourism enterprises. Thus, the competition among them led to greater conflict of interest (Chapters 7 and 8). Other socio-cultural impacts are associated mostly with tourist activities management and conditions of employment. The local residents did not have time to participate in any social activities as they work seven days a week. Many of their cultural and religious activities have moved their celebration from the traditional period to the 'low-season' when there are fewer visitors in the destination. Some traditional activities have disappeared such as harvesting activity where everyone in the village helped each other in the field. This results in a decline of the local traditions as well as of the social relationship amongst neighbours (Chapters 7 and 8).

Regarding locals' involvement in tourism development initiatives, the study revealed the lack of local participation in the development of tourism in Umphang and Mae Ta Man (Chapters 7 and 8). In contrast with Huai Hee, the local residents in Umphang and Mae Ta Man were engaged in the enterprise only as labourers in the businesses such as cook, cleaner, gardener, porter, elephant mahout and river raft helmsman. This is because tourism was a private enterprise where the owners had sole power to make decisions about their businesses as well as the development of initiatives. They were more focussed on their short term of economic returns than the long-term consequences of tourism that may have effects on the local communities and their environment (Chapters 7 and 8).

In terms of education, ecotourism is defined in part as an educational experience that would raise visitors' awareness and appreciation of the visited destination. Thus, it would positively influence the resources, leading to the conservation of the area (Chapter 2). This view is not in accordance with the existing situation of tourism in

Umphang and Mae Ta Man as tourist activities did not contribute to visitor educational experiences on local natural and cultural environment (Chapters 7 and 8).

As a consequence, these findings suggest that in Umphang and Mae Ta Man, the contributions of tourism to host communities were not what ecotourism is intended to be and key elements of ecotourism are missing such as aspects of conservation of natural and cultural environment and community participation in development of tourism and visitors' educational experiences (Chapters 7, 8 and 9). It can be argued that the elephant demonstration at Mae Ta Man could be seen as an educational experience for visitors, but for some it was considered as an entertainment that did not contribute to any kind of conservation of the destination and its surrounding. This therefore raises a debate about whether or not it is an educational experience that ecotourists hope to obtain as one may perceive it as educational experience but others not. This would be likely to depend on an individual's background and expectations from the trip. Who is to judge and on what criteria?

In Huai Hee, tourism is seen as the most appropriate approach in that the local community was involved in the development of the initiative from the very start of the process. The tourist activities also provide visitors with educational experiences of the nature and socio-culture of the area. Although tourism was perceived as not yet having any serious negative impacts on the local community and its surroundings, nevertheless in depth interaction between host and guest through provision of home stay may cause the destruction of the local culture in the long term (Chapter 6). Further, the study revealed the commercialisation of the local culture and tradition. Some of the traditional dancing and ceremonial performances become merely local products for tourist consumption. For example, the ceremony at the New Year was performed to welcome visitors and other ceremonies could be arranged on request (Chapter 6). These finding suggests the potential of cultural destruction that could influence the values and way of life of the local residents.

Based on the findings above, it suggests that ecotourism in northern Thailand is not real ecotourism as it can be seen to be still in its infancy and does not yet meet all criteria of international principles of ecotourism.

10.3.2 Justification of the Hypothesis that Tourism in Northern Thailand Does Not Contribute to Sustainability

From the present study, the public sector is seen to play a significant role because of the planning controls and jurisdiction over tourism that are at its disposal. However, the public organisations with responsibility for northern Thailand are diverse and include: the national level, the regional level, the provincial level, the municipal level, and the community level. The current lack of co-ordination between these organisations and multiplicity of responsibilities conferred upon the different administrations, in addition to a lack of consensus with respect to lines of basic action and approaches, makes effective decision making, planning and management for a sustainable future particularly difficult. These are because they perceive ecotourism differently. As a result the implementation of ecotourism is also different.

Further, the study suggests that the attempted development of ecotourism has been spearheaded by the RFD. Ecotourism has been attractive and compelling as it fits in well with the national policy of keeping about 25 per cent of the country's land covered by forest. These forests are legally designated for conservation purposes but have much potential for ecotourism, which could also generate economic benefit for the indigenous people. The benefits are generated through establishing markets for their handicrafts and providing services as transport operators, porters and guides.

RFD's policy is designed to boost ecotourism by popularising the country's considerable natural attractions. Thus ecotourism is promoted heavily in the national parks. Eligible projects include the construction of new accommodation and recreational facilities. The projects have created employment opportunities for the locals and helped not only to reduce the hunting pressure on exotic wildlife as happened in Umphang but the locals no longer earn their living through collecting plants and fuel wood for

personal use or sale. If they can benefit economically from ecotourism, they may support habitat protection initiatives and depend less on unsustainable uses of the park resources. However, it can be argued that replacing forest production by nature-based ecotourism may still not be the answer to the deterioration of the nature, cultural and economic environment. This is because ecotourism activities may threaten the well-being of the national environment and exacerbate social and cultural destruction by intensifying the degree of contact between hosts and tourists. Therefore, the study revealed that the success of ecotourism implementation would depend on the perception of stakeholders and management of the sites including activities and visitors. However, the question remains what is 'sustainable management' in practice.

Based on the discussion in 10.3.1, although the situation of tourism development in the case study communities does not conform to all key components of international principles of ecotourism, they did to a certain extent conform to the two key principles of local benefits and local participation generation (to varying degrees of participation), which most authorities or writers consider essential for all forms of sustainable tourism. Further, in association with community based tourism management as practiced at Huai Hee, it does fulfil the basic criteria of a nature based product, minimal impact management, informative and influential environmental interpretation programme and a significant contribution to conservation of the natural and cultural environment. These suggest that tourism at Huai Hee can possibly contribute both to the conservation of natural environments and to the wealth and well being of the local community. However, it can be argued that tourism in Huai Hee may be seen as the first step on a downward path of development in terms of local resource conservation. The situation needs to be monitored and evaluated, especially the aspect of the social and culture impacts of home-stay accommodation. Such example, however, seem to be on a relatively small scale to date. Most have taken a considerable number of years to become established and bring identifiable benefits and costs. In turn, if ecotourism at Huai Hee is really a sustainable option, it is an exception and it does not mean that the model of tourism at Huai Hee would work successfully elsewhere in a different local context. Thus, the form of sustainable tourism in northern Thailand may also vary due to differences in each location.

In Umphang and Mae Ta Man, even though tourism development does not conform to all principles of ecotourism, it can nevertheless be a step in the right direction on the path to sustainability. In doing so, it is necessary to take account of the local context, increasing degree of involvement of the local communities and keep the tourism in areas where it already exists rather than allowing it to move on and impact on new areas. Thus, mass ecotourism could possibly be the most appropriate approach in these contexts. In contrast, if tourism development is still a form of a 'slash and burn' approach, tourism in Thailand seems to be having difficulty in getting on the path to sustainability.

Based on the discussion above, the conclusion must be that the potential of tourism development in northern Thailand is still in doubt in terms of its achievement of sustainability.

10.4 Recommendations and Ways Forward

Overall, the results of this study suggests that for the most part, ecotourism as currently practiced and developed in northern Thailand is unsustainable. To achieve sustainable tourism in the region, it is essential to establish organisations and relationships to bridge between policy and practice. In doing so, various aspects need to be focused on as suggested below.

10.4.1 Policy Issues for Sustainable Tourism

The study revealed that ecotourism development in the three destinations presents an interesting contrast. Tourism development has taken place rapidly but haphazardly in Umphang and Mae Ta Man in the absence of planning guidelines. As a result, the environment appears to be suffering many adverse consequences. Therefore, it is assumed that formulation of better planning and management would have encouraged operator environmental protection, organization and policy development.

As elsewhere, national and international circumstances have dictated the development pace of the tourist phenomenon in northern Thailand. During the 1980s, most tourism

was promoted according to various circumstances including: 1) the economic crisis at a national and international level; 2) the competition in tourism products with neighbouring countries; 3) changes in demand tendencies of tourism; and 4) the saturation of the market and the destruction of the physical, social, and cultural environment. Then in the 1990s, the first doubts began to arise concerning the benefits of indiscriminate tourist growth and since then these doubts have increased in the face of a growing crisis situation. It is recognised that the economic changes have provoked social disintegration and the modification of economic interrelationships. Specifically, northern Thailand has been the victim of its own success, the disproportionate development of tourism now threatens its own attractiveness and effective operation.

As a result, it is essential to establish a framework of administrative units which are suitable and adequate for the effective management of the natural resources of northern Thailand. It is important that top priority for action on the part of the public administration should be focused on cultural and environmental issues under a framework of holistic policies and planning which include the tourist phenomenon as one of the best economic activities for modifying and transforming the area. In this respect, the elaboration of an integral development plan of the sections involved should be formulated. This would include the elaboration of 'guidelines and codes of conduct' for tourism in northern Thailand.

Moreover, it is essential to establish policies which have as their principal objectives to: 1) enhance the benefit of the initiatives; 2) prevent the further negative impacts; and 3) mitigate existing negative impacts. In this respect, legislation is required which, for example, would effectively regulate the quantitative limits of tourism growth at destination level. It is essential that public sectors develop operational plans for limiting excessive development of infrastructure and related construction that may cause deterioration of the environment. However, in practice, implementing the plans is not always easy, particularly with the emphasis on the importance of economic growth. How to balance economic, environmental, social and cultural factors in practice is an issue. Further, the public sector at all levels: the national; the regional; the provincial; the municipal; and the community should share the same direction of formulating

development plans and the tourism development process, particularly in the management of the resources. Co-ordination between these organisations and multiplicity of responsibilities is crucial. Consensus with respect to lines of basic action and approaches can make effective decision making, planning and management for a sustainable future.

10.4.2 Sustainable Tourism Management

It is now accepted that understanding the connection between conservation and tourism is essential for sustainable tourism development. As ecotourism has been seen as a complex phenomenon, involving integration of factors and approaches, the management often faces problems of making decisions involving complex cultural, social, economic and environmental issues. Therefore, it is necessary that the decision makers begin with the process of planning policies, programmes and development of ecotourism opportunities. However, it is concluded, based on the results of the study, that to achieve sustainable ecotourism, the strategic management, operational management and sustainable marketing need to be carefully formulated among stakeholders so that the direction of development and implementation of tourism is clearly identified.

10.4.2.1 Strategic Management

The study highlights one of the big problems of management caused due to the lack of adequate strategies at the local level. There is currently a lack of any legislative and planning framework in Thailand, which would define the relationship between policy and practice.

To achieve successful implementation of policies, a strategic management plan is necessary that would comprise the basic and necessary criteria for implementation of sustainable tourism. The strategy should include specification of infrastructure and conservation of environment and local culture. In terms of nature reserve designations, the strategy should place emphasis on the highest priority to conserve what the region has, particularly the rain forest, which is its greatest asset; and to support the establishment of large integrated nature reserves with multifaceted facilities for visitors. Thus, creation of a zoning policy and a hierarchy of ecotourism settlements is necessary.

At the same time, the area must maintain its tourism competitiveness in the coming years through the acceptable management of the tourist industry itself as well as positive incremental development.

In addition, an essential requirement for the implementation of the strategy is the integration of planning and cooperation between stakeholders. At the same time, it is necessary that the public sector at all levels produce a strategy that is compatible with the overall development plans so that stakeholders share the same direction of working in both their short and long term commitments. Such strategic concerns require analytical mechanisms and sufficient resources for implementation.

10.4.2.2 Operational Management

Regarding the potential impacts, the study recognises that rapid tourism development causes serious environmental and social consequences at tourist destinations. To mitigate such problems as well as to preserve natural resources as a protected area, requires an integrated plan from both private and public organisations responsible for development in the area. It is essential to clearly identify the areas for preservation and conservation to ensure the development is kept out of the area. In terms of management, the sustainable management of the sector implies assuming an increase in skill, knowledge of how to manage and market the tourist products with a quality that would not cause the destruction of the resources. In this respect, natural resources and the features of heritage need to be valued by experts, so that effective management and an optimal use of available resources may be constructed.

The management should then place emphasis on the need to raise the minimum standard to ensure that such tourist activities are operated in a manner conforming to principles of ecotourism. In the present competitive economic circumstances, it is difficult to implement these good intentions. In these respects, a change is needed in the mentality of the private entrepreneurs upon the importance of the integrity of the resources to plan and act with an awareness of both the short and long term benefits.

10.4.2.3 Sustainable Marketing

The present study revealed that sustainable tourism is not only involved with the integrity of the resources and well being of the local people, but also maintenance of tourist numbers. This is to ensure the balance of demand-supply in tourism enterprise. Therefore, marketing of tourism has an important role to play. Currently, the promotion of tourism product in northern Thailand is strongly influenced by the big tour operators. It is unsustainable for this to be the only vehicle through which local operators in northern Thailand can attract acceptable occupancy levels. Confronted with this situation, groups of businesses are emerging which, among other objectives, are considering the advertising of the tourist product. However, these initiatives require the involvement of businesses that could afford the economic risk that is implied in this type of initiative and, unfortunately, it remains a fact that the small local family-run businesses find themselves outside of any advertising channel.

For the long-term benefit of the destination, it is essential to include the natural and cultural environment as part of the products. It is also necessary to avoid advertising with incorrect or unclear images. Agreed consensus among stakeholders is crucial as currently both public administration and the private businesses of the tourism sector have very subjective viewpoints on what they would like to sell, which do not always correspond and, at the same time, do not always match the expectations of the different tourist generating markets. Moreover, public sectors should provide assistance in promotion to attract new clients as 'ecotourists' along with new channels of tourist advertising.

Realising long-term planning objectives and designing an image of the destination which would highlight and sensitise the tourist to the natural and cultural heritage of the areas are key themes in the development of a sustainable future for tourism in northern Thailand. The successful long-term implementation of these initiatives for a return to sustainable development at destination requires the backing of the local business communities, the support of public authorities, and the involvement of the local population. It will ultimately benefit from a growing recognition of green issues amongst the northern Thailand's tourist clients, and also imperative is appropriate

training for local tourism professionals in sustainable development and management issues. Importantly, before further implementation of ecotourism take place, the study suggests the following stages should be conducted in order to achieve principles of ecotourism and sustainability of destination.

- The concepts of ecotourism should be gradually introduced among stakeholders and the definition should be agreed so that the meaning is clarified. This would help stakeholders to better understand the ecotourism principles, so that a consensus of ecotourism interpretation is established and stakeholders share the same views about the direction of development;
- Training courses in ecotourism management for stakeholders so that they gain knowledge and skills required for their jobs, knowing exactly what and how to do. Thus, they can involve more in tourism development;
- Development of ecotourism products, ensuring that tourist activities are congruent with the knowledge and interpretation of natural resources and habitats and local culture of the destination so that they contribute to visitors' educational experiences and conservation of the destination;
- Establishment of organisations or networks responsible for formulation of cooperation among stakeholders, involvement of local community in all levels of development, management of ecotourism, training courses and marketing of ecotourism sites belonging to members. This could be a solution to help the local community in marketing of the tourism products as well as providing information about ecotourism destinations that are available in the region to interested clients;
- Promotion and marketing of the products which is considered necessary as it is the only way to bring tourists to destinations so that the local community can have income from tourists; and
- Monitoring of the ecotourism destinations to take place at all times. This is to know the situation of ecotourism and its consequences. In case there are problems, they could be solved, mitigated and prevented on time.

Another key technique that has been popular for marketing of sustainable tourism is giving awards for the good management of ecotourism destinations. The study

concludes that the 'ecotourism awards' play a significantly successful role in destination marketing. This has been witnessed in the situation of tourism in Umphang. Umphang was a significant destination successfully promoted as 'A Model for Ecotourism'. In addition to the PATA Gold Award received in 1998 in the category of the Ecotourism/Travel Related Project, Umphang won the ASEANTA Award 1999 in the category of the Best Asean Conservation Effort. Thus the destination has received international and national recognition as an ecotourism destination. As a result, the number of visitors increased dramatically. However, as a consequence, stakeholders concentrated only on economic benefits of tourism and ignored other negative consequences of excessive number of visitors towards the carrying capacity of tourist infrastructure, services and the local ecology. These suggest an important conflict between being a successful marketing strategy but causing negative impacts to the resources. The study revealed that an 'ecotourism award' is likely to be just another attraction to visitors, and it is a harmful marketing strategy for the resources as when the destination has deteriorated it would not attract visitors any longer. As a consequence, tourism in the area would decline.

10.5 Conceptual Reflections

This section introduces a more general view of the findings and recalls positive achievements of the present study with a refined understanding of situation, potential and problems involved in tourism development initiatives as well as revealing how the distinctive interests of various stakeholders, their perceptions and roles have been instrumental in forming types of tourism in northern Thailand.

The sections below will discuss some of the shortcomings of the present study and problems encountered. The final section will reflect on priority areas highlighted for future research.

10.5.1 Reflections on the Original Statement

This study was intended to determine the relevance of ecotourism in northern Thailand to international tourism development paradigms, whether it conforms to the international principle of ecotourism and contributes to sustainability. An examination

of the link between the tourism in practice in northern Thailand and the evolution of sustainable tourism, the understanding of ecotourism and conflicting interests amongst stakeholders were central themes that guided the investigation throughout the study. This has given added emphasis to the role of tourism policy and management played by both private and public sectors.

Northern Thailand has high potential for tourism due to the natural resources and diversity of local culture available in the region. When the Thai government decided to use tourism as a tool to boost the economy of the country, the use of natural and cultural resources as tourism products became a focal point of the development. The objectives were more focused on economic returns than the process of implementation and a mediating role between different host community and other stakeholders interests. These produce outcomes that are unsustainable and that are often related to short-term plans but in the context of the tourist destination and its people, external interests, mainly private business entrepreneurs, are not compatible with the development of initiative.

The subject of the present study, ecotourism in northern Thailand, was determined as being unsustainable because it does not manifest the core elements of sustainability and meet the criteria of international principles of ecotourism. In reality, 'ecotourism' is used differently by different parties. For example: 1) ecotourism is used successfully by tourism promotion agencies and industry as a new marketing strategy to promote tourism products and has become essentially a spurious device to justify and sell the nature and quality of the tourism products in the country; 2) government and NGOs use ecotourism as a tool for community development, empowerment and management and conservation of natural resources; and 3) the local community used ecotourism to negotiate with the government, particularly the Royal Forestry Department, about land property rights and to mitigate the conflicts between them.

The subsequent outcomes of these policies were an increase of jobs and employment opportunities, and community development. However, from a management aspect, the study recognises that: 1) rapid tourism development can have serious environmental and

social consequences, if left purely to market forces and the private sector. As a consequence, there would be much more deterioration of tourist destinations; 2) ecotourism has high potential to cause negative impacts to the local ecological system as most tourist activities take place in the rainforest and in particular, in the conservation areas. Thus northern Thailand may enter dangerous territory as watershed areas become exposed; and 3) tourism also influenced the local culture and way of life of the host communities and often led to the destruction of the local culture in the long run. Therefore the policy and an implementation plan for ecotourism are a high priority in association with formulation of programmes of training and educating the local residents and other stakeholders about dynamic tourism, ecotourism and related issues. The present study revealed that a number of problems have arisen, which are: 1) a lack of fundamental understanding of ecotourism concepts and principles; 2) conflict of interest among the stakeholders in ecotourism development; 3) a lack of staff training, particularly in the area of marketing research exists, tourism products and management skills; 4) the implementation of policies and plans; and 5) political instability.

The present study suggests that northern Thailand needs to retain the sustainability of its natural resources and the local culture and social characteristics while becoming economically viable and thus sustainable. In doing so, linking the economic benefits of tourism to conservation would help to ensure its recognition and this needs to be taken into account in the planning and management of ecotourism. This is because if the locals benefit from projects that are based upon natural and socio-cultural environment, they will recognise that the key to maintaining the benefits of tourism is to take care of its resource base. Otherwise, the ecotourism industry will no longer be able to supply high quality products required by potential clients.

In addition, involving local stakeholders at every stage of the project cycle is crucial as it is the way to ensure that community involvement takes place from the very start of an ecotourism development initiative. They would feel fully involved in and feel responsible for the costs and benefits of the project as well as benefiting from it. Thus, they are more likely to remain committed to it in the longer term.

Although the findings of the present study do not fundamentally argue for a completely different kind of tourism that would lead to sustainability in northern Thailand, what the findings demonstrate, though, is a practical way forward, with a compensation for the limited capability of the local community in tourism business. The study demonstrates the importance of focusing on the local community and external business entrepreneurs as well as public sector agencies whose policies influence the use of natural resources, and trying to link them to the tourism development processes and outcomes. Therefore, to achieve sustainable tourism in context of northern Thailand, the study suggests a partnership management approach, between the local community, public sector and private commercial tourism interests, ensuring the local context is considered in the tourism policies, plans and managements as well as the fair benefit sharing between partners. The partnerships would provide benefits for partners when all parties can decide freely whether or not to enter into such partnership, and can negotiate freely on the terms of any agreement.

Thus, examining what has been achieved, how and in what ways could some of the contradictory outcomes be explained? What the present study argues for now is a clear understanding of ecotourism and better communication between stakeholders. As Thailand still lacks clearly defined ecotourism policies, this study suggests that a clear and accepted definition of ecotourism is a necessary first step in the ecotourism policy development. These factors are seen as essential for the achievement of the goals of sustainable tourism.

Most of the issues tackled in this study may not be new in other destinations and in other countries but it is in terms of northern Thailand. However, what this study has accomplished is a more refined understanding of ecotourism initiatives as practiced in northern Thailand with a recommendation to modify the priorities of the tourism policies as well as strategic and operational management plans so that an alternative for sustainable tourism in the context of northern Thailand may be formulated. In addition, the study recognised the limitations in applying international criteria of sustainability in specific national and local contexts especially in developing countries such as Thailand. This is because the international concepts that often have been developed in Western

countries may not take into account local conditions due to differences in socio-political, cultural and economic structures in different parts of the world. Therefore, interpretation and implementation of a concept may require different approaches in different destinations. In the case of Thailand, the study revealed that mass ecotourism could possibly be a pathway to the achievement of sustainability if it takes account of the local context as well as formulating a degree of involvement of the local communities and zoning the development of tourism in specific areas. Thus, mass ecotourism could possibly be the most appropriate approach in some contexts (Kontogeorgopoulos, 2004).

10.5.2 Research Problems and Difficulties

The approach and methodology adopted in this study were applied to a situation that contains a number of unusual circumstances (Chapter 5). There are factors such as communication with the Karen who have their own language and contact with external stakeholders who were only interested in their own economic benefits.

The challenge in this study was the topic itself and what the study intended to accomplish. The complexity of the ecotourism term and local conditions of selected locations that the present study engaged in had implications on the conduct of the research. Difficulties which are closely related to the nature and complexity of the present study topic include: 1) interpretation of ecotourism amongst stakeholders; 2) communication between a researcher and the respondents; and 3) there was difficulty in collecting information from tourists in each study location due to a lack of visitors arrival's schedule and the nature of tourism so that there are tourists mostly in high season and the researcher could be located in only one place at a time. Therefore most visitor surveys were conducted in the absence of the researcher, but with help from tour operators.

In terms of data collection, the techniques used are all valid methods that each has different strengths and weakness which must be recognised in analysis. The quality of response and level of participation varies between methods, and in this research, appears to be influenced by three variables: 1) the respondent's limited ability to communicate in other languages but the Karen language; 2) the local culture, society, political

structure and setting of each destination; and 3) the respondent's perception of tourism impacts was influenced to a certain extent by aspects of economy.

A limitation of this study is that the study faced problems of the cultural barrier and the language barrier, the in depth-personal interview did not work very well with some respondents. Instead, the focus group technique was applied with the use of a translator, as it was the only way to be able to communicate with respondents. This may affect the clarity of some of the data. Moreover, a complication of the assessment criteria arose from attempting to deal with the social indicators used to assess and determine the different but related concepts of 'quality of life', 'standard of living' and 'satisfaction of individual'. With an occurrence of such difficulties, the present study recognises that the methods used for data collection, including in-depth interviews, focus group discussions and participant observation, were the most effective techniques for obtaining this type of information. Otherwise it would not be possible to measure and assess the quality of life of the locals as well as the locals' perceptions of tourism development.

10.5.3 Ideas for Future Research

Since tourism has been recognised as an essential instrument for development of economic, community and empowerment in the thirdworld, tourism in practice has frequently been seen as a double-edged sword. Most countries have suffered from uneven development that has often produced disproportionate distribution of return especially in the rural communities that are often at the front line in service provision but last to receive benefits from that effort. The majority of benefits tend to flow out of the local communities. Moreover, real power and decision-making regularly resides outside community control and influence. Thus, local people and their communities have become the objects of development but not the subjects of it (Mitchell and Reid, 2001, pp. 113-114). In addition to the present study, this situation has been confirmed by the study on ecotourism operation in Annapurna Conservation Area in Nepal (Nyaupane and Thapa, 2004). The study concluded that there is a trade-off between economic benefits and environmental and socio-cultural costs. This is because of the lack of influence and involvement of local people in decision making in policy formulation, planning and development. Similarly, a study on community tourism in China (Li,

2004) concluded that in achieving sustainable tourism, community tourism development should be based on the local culture and tradition as well as incorporate the knowledge of the local community. It is necessary that tourism planning should be based on local context, increased public participation and should encourage a community-oriented approach. The studies demonstrated that these practices have not been conducive to tourism sustainability but instead have often led to the deterioration and abandonment of many destinations, leaving local people worse off. This situation has motivated the call for a rethinking of a development model that would place communities at the centre of planning and management, ensure greater emphasis on community empowerment in tourism planning and implementation, however, relatively little work has been done on the details of execution.

Thus, to achieve sustainable tourism, there is a need for a model that would formulate and integrate community participation processes in tourism that link community awareness, community unity and power or control relationships. The model implied in these forms of decision-making would take into account power structures and processes, local control or ownership, type and distribution of employment, and the number of local people employed in the local tourism sector (Mitchell and Reid, 2001, p.113-115).

Regarding the tourism impacts addressed in the study communities, there is a shortage of data on the actual ecological impacts of tourism and the economic effects of tourism. Analysis and management of ecotourism in northern Thailand would benefit from further data on actual tourism impacts. The findings of this original study are based mainly on the perceptions and experiences of host populations and other stakeholders at tourist destinations. Two main themes are suggested: 1) some tourism projects promoted and recognised as successful ecotourism do not in fact succeed in fulfilling the criteria of sustainable tourism, at least in those aspects investigated here; and 2) the one relatively successful project was on a very small scale and in a remote location. These conclusions raise concern that other aims of sustainable tourism may also not be fulfilled, such as habitat-protection (although this was not investigated systematically in the present study, there was some anecdotal evidence that this was not being achieved, see Sections, 7.5.1 and 9.3.2), and that truly sustainable ecotourism may not be on a

sufficient scale to produce the revenue sought both by governments and private interests.

Accordingly, it is recommended that a programme of research is needed, beyond the scope of this or any single study, in the following fields, to generate the type of baseline information that is required for tourism management to adapt. This could include:

1. Study on biodiversity of the destination and its surroundings. It is essential to know what plant or animal species may live in the area so that the impacts can be monitored, measured or assumed. The study must be conducted by appropriate experts. With this baseline information, the limits of acceptable ecological and social change could be established. In addition, establishing the indicators for assessing and maintaining the quality of the natural environment and its habitats should be a high priority. A similar study could also be undertaken of the characteristics and capacities of the socio-cultural environment. The baseline information obtained from study on carrying capacity of natural environment and socio-cultural environment is essential for establishment of ecological and socio-cultural sustainable management criteria. This would be beneficial for the planning and management of sustainable tourism that must be undertaken before development takes place. The challenge we are faced with is the difficulty to assess and monitor the integrity of the resources. As long as the environment is used as tourism products, how to incorporate sustainability remains an issue.
2. Further study in the field of the economics of sustainable tourism to determine where the optimum balance lies between a need to generate economic returns both locally and nationally and the need for sustainable management of tourism resources in the mid and long term. However, it needs to be aware of the difficulty of assessing the economic returns whether these are purely generated by tourism or other developments in the community. The results of the study would help to identify the potential of tourism in economic terms and ensure that advantages outweigh the disadvantages of the initiatives.
3. Study on tourist typologies. Identifying distinct tourist types can be beneficial for the planning, management and marketing of tourism. The information helps

planners to oversee and distinguish motivations, experiences and impacts of tourist types. Additionally, on the marketing aspect, study on market strategies, including tourism products and services, price, promotion and distribution channels, is necessary as it can help to adjust to meet the expectation of potential clients. The results of the study provide substantial baseline data for assistance to a formulation of a Marketing Action Plan, ensuring numbers of visitors to destinations are consistent with the availability of services in the destination and the continuum of visitor numbers that could ensure sustaining of tourism in the destination.

This study has tested the particular practice of ecotourism against the generally accepted theoretical context of sustainable tourism. The study has concentrated practically on criteria relating to socio-cultural and local economic dimension as identified and measured by the perceptions of host communities and other stakeholders at selected tourist destinations. Within these limits, the results are not so far encouraging for those who genuinely seek to promote ecotourism as one answer to the perceived problems of unsustainable use of tourism resources. The study suggests an urgent need for a realistic, honest and integrated attitude to access baseline data and set up monitoring systems to counter promotion of spurious ecotourism projects both by commercial interests and governments.

Appendices

Appendix 2.1 Key Principles for Sustainable Development

Sources: Elkin *et al* (1991); Blowers (1993); Jacobs (1993); Bramwell and Lane (1993); Haughton and Hunter (1994); Mitlin and Satterthwaite (1996); Moughtin (1996); Parfect and Power (1997); Wickramasinghe (1999, p. 132); Simmons (1994) and Roseland (1998),

Appendix 2.2 The Standard Economic Measurements of Tourism's Economic Impacts

Source: WTO (1994, pp.29-30)

Appendix 2.3 Agenda 21 Principle of Sustainable Travel and Tourism

Source: Agenda 21 Travel & Tourism Industry: Towards Environmentally Sustainable Development, p: 34

Appendix 2.4 The Nine Priority Areas for Action

Source: Agenda 21 Travel and Tourism, WTO, 1993

Appendix 2.5 Key Principles of Sustainable Tourism (the Globe'90)

Appendix 2.6 Role of Public Sector and Private Sector in Park Tourism

Source: Eagles and Higgins (1998)

Appendix 2.7 The Ten Priority Areas for Sustainable Tourism Action

Source: Agenda 21 Travel&Tourism Industry: Towards Environmentally Sustainable Development, 1993 p: 5

Appendix 3.1 Details of Stages in the Tourist Area Life Cycle

Source: Cooper and Jackson, 1997, p.55-56

Appendix 3.2 Sustainable Tourism Functional Management

Source: Swarbrooke (1999, p.22)

Appendix 3.3 Components of Tourism (McIntyre, G., 1993) in Sustainable Tourism Development: Guide for Local Planners, Madrid: WTO.

Appendix 3.4 The New Consumer

Appendix 3.5 Type of Sustainability with in Tourism

Source: Westlake, J. and Diamantis, D., 1998

Appendix: 3.6 An Ideal Model of Sustainable Tourism (Sadler,1990 and Wight,1993)

Source: Swarbrookes, J. (1998) Sustainable Tourism management, OXON: CABI Publishing, p. 324

Appendix 3.7 The Ecotourism Opportunity Spectrum (ECOS), (Boyd, S. and Buttler, R., 1996), containing eight components as follows.

for ecotourists along with minor modifications of existing infrastructure to meet other essential needs of the ecotourists themselves. Modifications of existing infrastructure for elements such as water, power and sewage will vary in terms of extent, scale, visibility, complexity and the type of facilities involved. Various needs will be according to type of ecotourists..

5. *Social Interaction*

The extent of interaction between local population and tourists is an important opportunity to increase the level of satisfaction of tourists. The level of satisfaction has been expressed in terms of norms. Social interaction beyond norms or expected encounter level may result in changes in the experience obtained within a region, and in turn, impact on the opportunities that a region may present to tourists even though it often may represent only a small part of their overall vacation. It will be negatively affected if they visit locations at which the level of use was impacting visibly on the natural environment and reducing the quality of the experience.

The extent to which ecotourists use the services and facilities present in a region influences how much interaction occurs between guest and host. The type of experience itself, whether the interest is solely in the natural environment or includes the cultural heritage of the area, also influences the extent to which such interaction will occur and the level which will be acceptable.

6. *Level of skill and knowledge*

Ecotourists' levels of skill and their prior knowledge are the indicators for the decision on taking different kinds of trips such as travelling alone or in a group and whether a guide is needed or not.

7. *Acceptance of visitors' impacts*

This factor involves the degree and prevalence of impact and the need for control to be exercised over impacts that occur. As numbers of users increase, the range and severity of impacts they cause will also increase according to the type of ecotourist; for example, the eco-specialist normally leaves only a limited impact on the environment and little direct control may be needed. Such users often find unacceptable the impacts generated by other users, and seek out new experiences and opportunities in areas not yet considered ecotourism destinations whereas eco-generalists may be aware of the impacts occurring from ecotourism in a region, and be willing to accept moderate to strict control over the number of groups permitted, their size and the types of activities they are permitted to undertake. However, impacts may still be considerable and prevalent.

8. *Acceptance of a management regime*

According to Butler and Waldbrook (1996), the problems of attempting to control tourism development and identifying responsibility for this control is applied equally in the case of ecotourism. The success of sustainable ecotourism development may be regarded as where the product (opportunity and experience) can be maintained over the long term ensuring the viability of the resource base on which it is based. It is important that ecotourism in an area be compatible with

established local activities. To attempt to introduce or impose ecotourism into an area or a community with which it is incompatible or in which it is unwanted should clearly be unacceptable.

Appendix 3.8 Checklist for Ecotourism Projects in Developing Countries

Source: Theobald, William F. (1995) Global Tourism Oxford: Butterworth Heinemann
P-202-203

Appendix 4.1 The Thailand's National Economic and Social Development Plans (NESDPs)

Appendix 4.2 The Plan: the Proposed Guidelines for People Participation

Source: National Economic and Social Development Board, Office of the Prime Minister, Bangkok, Thailand, 1997, pp.147-148

Appendix 4.3 A Series of Tourism Promotion Campaigns by the Thai Government

Source: TAT (1990b in Li and Zhang, 1997, p.289), TAT (2002, 2004)

Appendix 4.4 The Fifth Seven-Year National Tourism Promotion and Development Policies (1997-2003)

Source: TAT: Annual Report 1998

Appendix 4.5 The Thailand National Ecotourism Policy (1995-1996)

Source: TAT, 1997

Appendix 4.6 Details of Deteriorated Tourism Sites in Chiang Mai Province

District	Name of tourist sites	Authority concerned		Type of problem						
		Other	TAT	Physical	Utilities	Environ- ment	Welfare of tourist	Activities	Management policy	Total number
Muang	Wat Phra That Doi Suthep	Dept. of Fine Arts	Northern office 1 (no)	•		•				2
Muang	Dot-Suthep Pui National Park	Dept. of Forest	Northern office 1 (no)	•		•				2
Muang	Huai kao Waterfall	Dept. of Forest	Northern office 1 (no)	•					•	2
Muang	Historical Sites and Deserted temples	Dept. of Fine Arts	Northern office 1 (no)	•					•	2
Muang	Wat Chiang Mun	Dept. of Fine Arts	Northern office 1 (no)						•	1
Muang	Wat Pra Sing Voravihan	Dept. of Fine Arts	Northern office 1 (no)						•	1
Muang	Wat Chedi Luang	Dept. of Fine Arts	Northern office 1 (no)						•	1
Muang	Wat Ched Yod	Dept. of Fine Arts	Northern office 1 (no)						•	1
Muang	Wat Suan Dok	Dept. of Fine Arts	Northern office 1 (no)						•	1
Muang	Ban Hmong	Dept. of Forest	Northern office 1 (no)						•	1
Muang	Wiang Kurn Kam	Dept. of Fine Arts	Northern office 1 (no)		•				•	2
San Pa Tong	Wiang Tha Kan	Dept. of Fine Arts	Northern office 1 (no)		•				•	2
Chiang Dao	Chiang Dao Cave	Dept. of Forest	Northern office 1 (no)			•			•	2

Appendix 5.1 The Interview Guide for Host Residents

The main issues:

- The situation of the community before and after the development of ecotourism;
- The implementation of ecotourism and its consequences
- The local involvement in development of ecotourism
- The attitudes toward the impacts of ecotourism development on economy, society, culture and environment in the area; and
- The expectation for ecotourism development in the future

They were broken down into following questions:

Appendix 5.1 The Structured Interview Guide for Host Residents

- Village headman
- Village committees
- Head of household
- Villagers in different ages
 - Elderly
 - Youngsters/teenagers

- () Um-Phang, Tak
- () Huay-Hee, Mae Hong Son
- () Mae Ta-Man, Chiang Mai

Issues	How/Where to obtain information
<ul style="list-style-type: none"> • <u>History and Archaeology</u> • Historical Background 	<ul style="list-style-type: none"> • Please describe the settlement of the community, when and how was it established? • How would you describe the development of the community from early settlement until now? • Is the leader of the community the same person with the leader in religion? • If it is different, what different roles do they have? • Who has the most important role to play in the community? • How is the leader appointed/elected?
<ul style="list-style-type: none"> • <u>Demographic Characteristics</u> • Education levels 	
<ul style="list-style-type: none"> • <u>Tourism Resources/ Attractions</u> • Community facilities and infrastructure • Culture • Handicraft • Markets • Landscape and scenery • River trips • Trekking • Temples 	<ul style="list-style-type: none"> • When/ How did the development of tourism take place in the community? • How many attractions are there in the area? • What types of attractions are they? • Where is the location of each attraction?

Issues	How/ Where to obtain information
<p><u>Tourism Resources/ Attractions</u> (Cont.)</p> <ul style="list-style-type: none"> • Wildlife • Hilltribes • Etc. 	<ul style="list-style-type: none"> • How was it developed? • Who does organise the attraction? • How to share the use of attraction among stakeholders? • Who are in charge of the management and maintenance of attraction? • What/How does the local authority involve in management and maintenance of attraction? • How do these activities/programmes contribute to visitors' knowledge? • What kind of new experience/ knowledge do the locals gain from tourism activities? • Whether/How does interaction between the locals and visitors cause any changes in social and cultural of the locals?
<p><u>Situation and Trends</u></p> <ul style="list-style-type: none"> • No. of tourists (Thai and international tourists) • Increase/decrease 	<ul style="list-style-type: none"> • What are the <u>best</u> things caused by tourism development in your community? • What are the <u>worst</u> things caused by tourism development in your community?
<p><u>Satisfaction indicators</u></p> <ul style="list-style-type: none"> • Resident satisfaction • Visitors satisfaction 	<ul style="list-style-type: none"> • How do you feel about numbers of tourists in your village? • How would you describe your feeling towards the tourism development in your community?
	<p>Satisfy-Why? Unsatisfy- Why?</p> <ul style="list-style-type: none"> • How would you describe your feeling when there are many tourists in your community? • Do you want to increase/decrease numbers of tourist in your village? Why/How?

Issues	How/ Where to obtain information
<p><u>Stakeholders in Tourism</u></p> <p><u>Development in the Destination</u></p> <p>Collaborations between:</p> <ul style="list-style-type: none"> • Host community • Local authority • NGOs • Ethnic minority association • Tourists • Industry partners • Ecotourism society • TAT • Media • PATA • Etc. 	<ul style="list-style-type: none"> • What/How would you describe the influence of tourism development on the community in terms of: <ul style="list-style-type: none"> -Cost and benefit -Involvement of the locals -Collaborations among stakeholders (How do they work with others?) -Understanding among stakeholders -Environmental conservation -Socio-cultural conservation -Income generation
<p><u>Impacts/ Changes in the Field</u></p> <p><u>Environment</u></p> <p><u>Environmental indicators</u></p> <ul style="list-style-type: none"> • Weather • Air quality • Vegetation cover • Fish and wildlife count • River quality • Drinking water quality • Visual environment • Ambient noise levels • Old growth forest levels • Recreational lands 	<ul style="list-style-type: none"> • What/How would you describe the influence of tourism development on your community in terms of: <ul style="list-style-type: none"> -Environmental conservation <ul style="list-style-type: none"> No Positive- how? Negative-how? -Forest condition <ul style="list-style-type: none"> No Positive- how? Negative-how? -Land use pattern <ul style="list-style-type: none"> No Positive- how? Negative-how?
<p><u>Socio- culture</u></p> <p>-Interaction between tourist/villagers</p> <p><u>Social indicators</u></p> <ul style="list-style-type: none"> • Population (age, family type, income, sex) • School enrolment • Health data • Social agency statistics • Unemployment • Crime statistic • Adult education opportunity and Enrolment 	<ul style="list-style-type: none"> • What, if any tourism contribute to social and cultural identity? • How has the local responded to the sharing of the local facilities with the tourists? <ul style="list-style-type: none"> The use of: <ul style="list-style-type: none"> -Entertainment, -Leisure facilities, -Recreation in the community

Issues	How / Where to obtain information
<p>Socio- culture</p> <p>It is essential to seek:</p> <ul style="list-style-type: none"> Whether the change of these aspects are the impacts of tourism development or other kind of development taken place in the area (either or/ both?) What role of tourism does take place/ play in the society? 	<ul style="list-style-type: none"> What/How would you describe the influence of tourism development on social aspects of the locals in your community, in terms of: <ul style="list-style-type: none"> -Relationship among people -Hospitality -Politeness/good manner -Honesty -Family conflicts/problems -Fight -Drug addiction -Alcoholism -Theft/robbery <p>Positive- how? Negative-how?</p> What/How would you describe the influence of tourism development on cultural aspects of the locals in your community, in terms of: <ul style="list-style-type: none"> -Value-Norm -Morality -Tradition -Language -Food <p>Positive- how? Negative-how?</p>

Issues	How/ Where to obtain information
<p><u>Economy</u></p> <p><u>Economic Indicators</u></p> <ul style="list-style-type: none"> • Income • Housing condition-material used • Household possession • Infrastructures • Buildings <p>Education level</p>	<ul style="list-style-type: none"> • What was the main job of the locals before the tourism takes place? • What is the main job of the local at present? • Is it related to employment in tourism/ How? • Income per month? • What is the main source of income? Why? • What/How would you describe the influence of tourism development on economy of your family in terms of: <ul style="list-style-type: none"> -Income & Standard of living -Employment opportunities -Family life -Housing standard -Infrastructure Positive- how? Negative-how • What/How would you describe the influence of tourism development on local economy? <ul style="list-style-type: none"> Positive- how? Negative-how? • How are the benefits shared in the community?
<p><u>Public Participation</u></p>	<ul style="list-style-type: none"> • How/When did the public participation first take place? • Do you participate in tourism development in the community? What/How? • What/How would you describe the involvement of the locals in process of: <ul style="list-style-type: none"> -Decision making -Implementing tourism programme -Sharing benefits -Evaluate the programme -Solve problems

Issues	How/ Where to obtain information
<p><u>Ecotourism Concept</u></p> <ul style="list-style-type: none"> • Understanding Ecotourism • Interpretation of the concept • Implementation of the concept 	<ul style="list-style-type: none"> • Have you heard the term of 'ecotourism'? • When/where/ how did you first hear or know about ecotourism? • What does ecotourism mean to you? • How would you describe the existing ecotourism in terms of: <ul style="list-style-type: none"> -Interpretation of the concept -Implementation of the concept • Is it the way you understood/ expected?
<p><u>Ecotourism Development in the Destination</u></p>	<ul style="list-style-type: none"> • When was ecotourism set up? • How was ecotourism set up? • Who do involves in the ecotourism development? • What/How are the planning and management of ecotourism established? • Who/How do involve in management of ecotourism in terms of: <ul style="list-style-type: none"> -Activities -Destination maintenance -Waste management -Labour forces -Accommodation -Interpretation-sign post • Accordint to your opinion, what does make ecotourism successful? Why/ How? (key elements to the success of ecotourism development) • How would you define the term 'success'? <ul style="list-style-type: none"> -Long term/short term -Benefits (make lots of money) -Environmental sustainability • What is your expectation for ecotourism development? • What are the strengths/ weaknesses of the destination?

Appendix 5.2 The Interview Guide for Other Stakeholders

They were interviewed to represent the same dimensions but concentrate more towards the 'ecotourism' in the studied areas.

- The history of the destinations and its policy;
- The understanding of ecotourism concepts, the operators background;
- Their attitudes/response to the current situation and trends, management practices and national policies of ecotourism;
- Their role in educational aspect and management of the destinations and tourist;
- The implementation of ecotourism, marketing strategy; and
- The plan and expectation in the future including the growth of the ecotourism market they were aiming at, the growth of their business and the proper plan to respond to increases in tourist numbers and amount of development in the sites They used on their tours.

They were broken down in the following interview guides:

5.2/a: The Interview Guide for Private Sectors

5.2/b: The Interview Guide for Public Sectors and NGOs

5.2/c: The Interview Guide for Practitioner and Academic

Appendix 5.2/a: The Structured Interview Guide for Private Sectors

- () Um-Phang, Tak
- () Huay-hee, Mae Hong Son
- () Mae Ta-Man, Chiang Mai

Issues	How/Where to obtain information
<u>About the Company</u>	<ul style="list-style-type: none"> • When/ Why was the company established? • How long have you/the company been working in the area? • How many people are employed in the company? • Are the tour guides local people or people outside the community? • How does the company deal with an employment of the local? • What is the marketing policy of the company? • How would you describe the company's main interest, sorts of tourism activities organised. • Do you organise the activities on your own or through other agencies? • How is it's progressing in business? • What are the major problems have you faced in running the business in the area? • How does the company deal with problems caused by tourism development?
<u>History and Archaeology</u> <u>Historical Background</u>	<ul style="list-style-type: none"> • Please describe the settlement of the community, when and how was it established? • How would you describe the development of the community from early settlement until now? • Is the leader of the community the same person with the leader in religion? • If it is different, what different roles do they have? • Who has the most important role to play in the community? How? • How is the leader appointed/elected?

Issues	How/ Where to obtain information
<p><u>Tourism Resources/ Attractions</u></p> <p>Community facilities and infrastructure</p> <ul style="list-style-type: none"> • Culture • Handicraft • Markets • Landscape and scenery • River trips • Trekking • Temples • Wildlife • Hilltribes • Etc. 	<ul style="list-style-type: none"> • What types of attractions are they? • Where is the location of each attraction? • How was it developed? • Who has direct responsibility to the attraction? • How to share the use of attraction among stakeholders? • Who are in charge of the management and maintenance of attraction? • What/How does the company involve in management and maintenance of attraction? • How do these activities/programmes contribute to visitors' knowledge? • What kind of new experience/ knowledge do the locals gain from tourism activities? • Whether/How does interaction between the locals and visitors cause any changes in social and cultural of the locals?
<p><u>Situation and Trends</u></p> <ul style="list-style-type: none"> • No. of tourists (Thai and international tourists) • Increase/decrease 	<ul style="list-style-type: none"> • What are the <u>best</u> things caused by tourism development in the community? • What are the <u>worst</u> things caused by tourism development in the community?
<p><u>Satisfaction indicators</u></p> <ul style="list-style-type: none"> • Resident satisfaction • Visitors satisfaction 	<ul style="list-style-type: none"> • How do you feel about numbers of tourists in the destination? • How would you describe your feeling towards the tourism development in the area? <p>Satisfy-Why? Unsatisfy- Why?</p> <ul style="list-style-type: none"> • How would you describe your feeling when there are many tourists in the destination? • Do you want to increase/decrease numbers of tourist in destination? Why/How?

Issues	How/ Where to obtain information
<p data-bbox="182 163 698 240"><u>Stakeholders in Tourism Development in the Destination</u></p> <p data-bbox="152 273 465 316">Collaborations between:</p> <ul data-bbox="152 316 582 764" style="list-style-type: none"> • Host community • Local authority • NGOs • Ethnic minority association • Tourists • Industry partners • Ecotourism society • TAT • Media • PATA • Etc. 	<ul data-bbox="735 229 1375 1081" style="list-style-type: none"> • What/How do the policy of the company contribute to/ influence on tourism development in the area? • How/Why does the company work with others? • How would you describe the network of tourism development in the area? • What/How would you describe the influence of tourism development on the community in terms of: <ul data-bbox="844 764 1310 1081" style="list-style-type: none"> -Cost and benefit -Involvement of the locals -Collaborations among stakeholders (How do they work with others?) -Understanding among stakeholders -Environmental conservation -Socio-cultural conservation -Income generation
<p data-bbox="182 1113 596 1168"><u>Impacts/ Changes in the Field</u></p> <p data-bbox="138 1190 313 1244"><u>Environment</u></p> <p data-bbox="138 1277 473 1321"><u>Environmental indicators</u></p> <ul data-bbox="138 1321 509 1736" style="list-style-type: none"> • Weather • Air quality • Vegetation cover • Fish and wildlife count • River quality • Drinking water quality • Visual environment • Ambient noise levels • Old growth forest levels • Recreational lands 	<ul data-bbox="728 1223 1368 1932" style="list-style-type: none"> • What/How would you describe the influence of tourism development on the community in terms of: <ul data-bbox="771 1375 1157 1932" style="list-style-type: none"> -Environmental conservation <ul data-bbox="829 1419 1041 1539" style="list-style-type: none"> No Positive- how? Negative-how? -Forest condition <ul data-bbox="829 1616 1041 1736" style="list-style-type: none"> No Positive- how? Negative-how? -Land use pattern <ul data-bbox="829 1812 1041 1932" style="list-style-type: none"> No Positive- how? Negative-how?

Issues	How/ Where to obtain information
<p><u>Economic</u></p> <p><u>Economic Indicators</u></p> <ul style="list-style-type: none"> • Income • Housing condition-material used • Household possession • Infrastructures • Buildings • Education level 	<ul style="list-style-type: none"> • What was the main job of the locals before the tourism takes place? • What is the main job of the local at present? • Is it related to employment in tourism/ How? • Income per month? • What is the main source of income? Why? • What/How would you describe the influence of tourism development on economy of your family in terms of: <ul style="list-style-type: none"> -Income & Standard of living -Employment opportunities -Family life -Housing standard -Infrastructure <p>Positive- how?</p> <p>Negative-how?</p> • What/How would you describe the influence of tourism development on local economy? <p>Positive- how?</p> <p>Negative-how?</p> • How are the benefits shared in the community? • What/How does the company do to prevent/ mitigate the negative impacts caused by tourism development in the area?
<p><u>Public Participation</u></p>	<ul style="list-style-type: none"> • How/When did the public participation first take place? • What/How does the company participate in tourism development in the area? • What/How would you describe the involvement of the locals in process of: <ul style="list-style-type: none"> -Decision making -Implementing tourism programme -Sharing benefits -Evaluate the programme -Solve problems

Issues	How/ Where to obtain information
<p><u>Ecotourism Concept</u></p> <ul style="list-style-type: none"> • Understanding Ecotourism • Interpretation of the concept • Implementation of the concept 	<ul style="list-style-type: none"> • Have you heard the term of 'ecotourism'? • When/where/ how did you first hear or know about ecotourism? • What does ecotourism mean to you? • How would you describe the existing ecotourism in the area in terms of: <ul style="list-style-type: none"> -Interpretation of the concept -Implementation of the concept • Is it the way you understood/ expected?
<p><u>10.Ecotourism Development in the Destination</u></p>	<ul style="list-style-type: none"> • When was ecotourism set up? • How was ecotourism set up? • Who do involves in the ecotourism development? • What/How are the planning and management of ecotourism established? • Who/How do involve in management of ecotourism in terms of: <ul style="list-style-type: none"> -Activities -Destination maintenance -Waste management -Labour forces -Accommodation -Interpretation-sign post • According to your opinion, what does make ecotourism successful? Why/ How? (key elements to the success of ecotourism development) • How would you define the term 'success'? <ul style="list-style-type: none"> -Long term/short term -Benefits (make lots of money) -Environmental sustainability • What is your expectation for ecotourism development? • What are the strengths/ weaknesses of the destination?

Appendix 5.2/b: The Structured Interview Guide for Public Sectors and NGOs

- () Um-Phang, Tak
- () Huay-Hee, Mae Hong Son
- () Mae Ta-Man, Chiang Mai

Issues	How/Where to obtain information
<p><u>About Organisations</u></p> <p><u>History and Archaeology</u></p> <ul style="list-style-type: none"> • Historical Background 	<ul style="list-style-type: none"> • How long have you/the organisation been working in the area? • How would you describe the organisation's main interest, sorts of project and funding? • Is the main policy related to tourism development in the area? <p style="text-align: center;">Yes- How? No- Why not?</p> <ul style="list-style-type: none"> • If not, why and how do your organisation involve in tourism development? • Please describe the settlement of the community, when and how was it established? • How would you describe the development of the community from early settlement until now? • Is the leader of the community the same person with the leader in religion? • If it is different, what different roles do they have? • Who has the most important role to play in the community? • How is the leader appointed/elected?
<p><u>Tourism Resources/ Attractions</u></p> <ul style="list-style-type: none"> • Community facilities and infrastructure • Culture • Handicraft • Markets • Landscape and scenery • River trips • Trekking • Temples 	<ul style="list-style-type: none"> • When/ How did the development of tourism take place in the area? • How many attractions are there in the area? • What types of attractions are they? • Where is the location of each attraction? • What/How would you do if the attraction located in the protected area?

Issues	How/ Where to obtain information
<p><u>Tourism Resources/ Attractions(Cont.)</u></p> <ul style="list-style-type: none"> • Wildlife • Hilltribes • Etc. 	<ul style="list-style-type: none"> • How was it developed? • Who has direct responsibility to the attraction? • How to share the use of attraction among stakeholders? • Who are in charge of the management and maintenance of attraction? • What/How does the Department involve in management and maintenance of attraction? • How do these activities/programmes contribute to visitors' knowledge? • What kind of new experience/ knowledge do the locals gain from tourism activities? • Whether/How does interaction between the locals and visitors cause any changes in social and cultural of the locals?
<p><u>Situation and Trends</u></p> <ul style="list-style-type: none"> • No. of tourists (Thai and international tourists) • Increase/decrease 	<ul style="list-style-type: none"> • What are the <u>best</u> things caused by tourism development in the community? • What are the <u>worst</u> things caused by tourism development in the community?
<p><u>Satisfaction indicators</u></p> <ul style="list-style-type: none"> • Resident satisfaction • Visitors satisfaction 	<ul style="list-style-type: none"> • How do you feel about numbers of tourists in the destination? • How would you describe your feeling towards the tourism development in the area?
	<p>Satisfy-Why? Unsatisfy- Why?</p> <ul style="list-style-type: none"> • How would you describe your feeling when there are many tourists in the destination? • Do you want to increase/decrease numbers of tourist in destination? Why/How?

Issues	How/ Where to obtain information
<p><u>6. Stakeholders in Tourism</u> <u>Development in the Destination</u></p> <p>Collaborations between:</p> <ul style="list-style-type: none"> • Host community • Local authority • NGOs • Ethnic minority association • Tourists • Industry partners • Ecotourism society • TAT • Media • PATA • Etc. 	<ul style="list-style-type: none"> • What/How do the policy of the Forestry Department contribute to/influence on tourism development in the area? • How/Why does the Department work with others? • How would you describe the network of tourism development in the area? • What/How would you describe the influence of tourism development on the community in terms of: <ul style="list-style-type: none"> -Cost and benefit -Involvement of the locals -Collaborations among stakeholders (How do they work with others?) -Understanding among stakeholders -Environmental conservation -Socio-cultural conservation -Income generation
<p><u>Impacts/ Changes in the Field</u></p> <p><u>Environment</u></p> <p><u>Environmental indicators</u></p> <ul style="list-style-type: none"> • Weather • Air quality • Vegetation cover • Fish and wildlife count • River quality • Drinking water quality • Visual environment • Ambient noise levels • Old growth forest levels • Recreational lands 	<ul style="list-style-type: none"> • What/How would you describe the influence of tourism development on the community in terms of: <ul style="list-style-type: none"> -Environmental conservation <ul style="list-style-type: none"> No Positive- how? Negative-how? -Forest condition <ul style="list-style-type: none"> No Positive- how? Negative-how? -Land use pattern <ul style="list-style-type: none"> No Positive- how? Negative-how?

Issues	How / Where to obtain information
<p><u>Socio- culture</u> -Interaction between tourist/villagers <u>Social indicators</u></p> <ul style="list-style-type: none"> • Population (age, family type, income, sex) • School enrolment • Health data • Social agency statistics • Unemployment • Crime statistic • Adult education opportunity and Enrolment <p>It is essential to seek:</p> <ul style="list-style-type: none"> • Whether the change of these aspects are the impacts of tourism development or other kind of development taken place in the area (either or/ both?) • What role of tourism does take place/ play in the society? 	<ul style="list-style-type: none"> • What, if any tourism contribute to social and cultural identity? • How has the local responded to the sharing of the local facilities with the tourists? The use of: <ul style="list-style-type: none"> -Entertainment, -Leisure facilities, -Recreation in the community • What/How would you describe the influence of tourism development on social aspects of the locals in the community, in terms of: <ul style="list-style-type: none"> -Relationship among people -Hospitality -Politeness/good manner -Honesty -Family conflicts/problems -Fight -Drug addiction -Alcoholism -Theft/robbery <p>Positive- how? Negative-how?</p> • What/How would you describe the influence of tourism development on cultural aspects of the locals in your community, in terms of: <ul style="list-style-type: none"> -Value-Norm -Morality -Tradition -Language -Food <p>Positive- how? Negative-how?</p>

Issues	How/ Where to obtain information
<p><u>Economic</u></p> <p><u>Economic Indicators</u></p> <ul style="list-style-type: none"> • Income • Housing condition-material used • Household possession • Infrastructures • Buildings • Education level 	<ul style="list-style-type: none"> • What was the main job of the locals before the tourism takes place? • What is the main job of the local at present? • Is it related to employment in tourism/ How? • Income per month? • What is the main source of income? Why? • What/How would you describe the influence of tourism development on economy of your family in terms of: <ul style="list-style-type: none"> -Income & Standard of living -Employment opportunities -Family life -Housing standard -Infrastructure <p>Positive-how?</p> <p>Negative-how?</p> • What/How would you describe the influence of tourism development on local economy? <p>Positive-how?</p> <p>Negative-how?</p> • How are the benefits shared in the community? • What/How does the Department do to prevent/ mitigate the negative impacts caused by tourism development in the area?
<p><u>Public Participation</u></p>	<ul style="list-style-type: none"> • How/When did the public participation first take place? • What/How does the Department participate in tourism development in the area? • What/How would you describe the involvement of the locals in process of: <ul style="list-style-type: none"> -Decision making -Implementing tourism programme -Sharing benefits -Evaluate the programme -Solve problems

Issues	How / Where to obtain information
<p><u>Socio- culture</u></p> <p>-Interaction between tourist/villagers</p> <p><u>Social indicators</u></p> <ul style="list-style-type: none"> • Population (age, family type, income, sex) • School enrolment • Health data • Social agency statistics • Unemployment • Crime statistic • Adult education opportunity and Enrolment <p>It is essential to seek:</p> <ul style="list-style-type: none"> • Whether the change of these aspects are the impacts of tourism development or other kind of development taken place in the area (either or/ both?) • What role of tourism does take place/ play in the society? 	<ul style="list-style-type: none"> • What, if any tourism contribute to social and cultural identity? • How has the local responded to the sharing of the local facilities with the tourists? The use of: <ul style="list-style-type: none"> -Entertainment, -Leisure facilities, -Recreation in the community • What/How would you describe the influence of tourism development on social aspects of the locals in the community, in terms of: <ul style="list-style-type: none"> -Relationship among people -Hospitality -Politeness/good manner -Honesty -Family conflicts/problems -Fight -Drug addiction -Alcoholism -Theft/robbery <p>Positive- how?</p> <p>Negative-how?</p> • What/How would you describe the influence of tourism development on cultural aspects of the locals in your community, in terms of: <ul style="list-style-type: none"> -Value-Norm -Morality -Tradition -Language -Food <p>Positive- how?</p> <p>Negative-how?</p>

Issues	How/ Where to obtain information
<p><u>Ecotourism Concept</u></p> <ul style="list-style-type: none"> • Understanding Ecotourism • Interpretation of the concept • Implementation of the concept 	<ul style="list-style-type: none"> • Have you heard the term of 'ecotourism'? • When/where/ how did you first hear or know about ecotourism? • What does ecotourism mean to you? • How would you describe the existing ecotourism in the area in terms of: <ul style="list-style-type: none"> -Interpretation of the concept -Implementation of the concept • Is it the way you understood/ expected?
<p><u>Ecotourism Development in the Destination</u></p>	<ul style="list-style-type: none"> • When was ecotourism set up? • How was ecotourism set up? • Who do involves in the ecotourism development? • What/How are the planning and management of ecotourism established? • Who/How do involve in management of ecotourism in terms of: <ul style="list-style-type: none"> -Activities -Destination maintenance -Waste management -Labour forces -Accommodation -Interpretation-sign post • According to your opinion, what does make ecotourism successful? Why/ How? (key elements to the success of ecotourism development) • How would you define the term 'success'? <ul style="list-style-type: none"> -Long term/short term -Benefits (make lots of money) -Environmental sustainability • What is your expectation for ecotourism development? • What are the strengths/ weaknesses of the destination?

Appendix 5.2/c: The Structured Interview Guide for Practitioner and Academic

- () Um-Phang, Tak
- () Huay-Hee, Mae Hong Son
- () Mae Ta-Man, Chiang Mai

Issues	How/Where to obtain information
<p><u>About the person</u></p>	<ul style="list-style-type: none"> • How long have you involved in tourism? • Could you please describe your personal involvement in tourism whether it is: <ul style="list-style-type: none"> -Academy involvement-Why/How? -Professional involvement-Why/How? -Practical involvement-Why/How? • When/How do you know about the destination? • Have you been there before? <ul style="list-style-type: none"> No-Why not? Yes-Why/ How often? • How would you describe the development of tourism in the area from early establishment until now? • If possible, what role would you like to play in the destination? Why/How? • How would you describe the transformation of national tourism policy to local level? • What are key issues to the success of implementation of the policy at local level? Why/How?
<p><u>Tourism Resources/ Attractions</u></p> <ul style="list-style-type: none"> • Community facilities and infrastructure • Culture • Handicraft • Markets • Landscape and scenery • River trips • Trekking • Temples 	<ul style="list-style-type: none"> • Have you participated in any tourism activities at the destination? What? • How would you describe the experiences obtained?

Issues	How/ Where to obtain information
<p><u>Tourism Resources/ Attractions(Cont.)</u></p> <ul style="list-style-type: none"> • Wildlife • Hilltribes • Etc. 	<ul style="list-style-type: none"> • Do these activities lead to sustainability of tourism development in the area? <p>Yes-How? No- How to do to achieve sustainability?</p> <ul style="list-style-type: none"> • How do these activities/programmes contribute to visitors' knowledge? • What kind of new experience/ knowledge do the locals gain from tourism activities? • Whether/How does interaction between the locals and visitors cause any changes in social and cultural of the locals? <p>According to your opinion, how should the destination be improved in terms of:</p> <ul style="list-style-type: none"> • Who does organise the attraction? • How to share the use of attraction among stakeholders? • Who are in charge of the management and maintenance of attraction? • What/How should the local authority involve in management and maintenance of attraction?
<p><u>Situation and Trends</u></p> <ul style="list-style-type: none"> • No. of tourists (Thai and international tourists) • Increase/decrease 	<ul style="list-style-type: none"> • What are the <u>best</u> things caused by tourism development in the community? • What are the <u>worst</u> things caused by tourism development in the community?
<p><u>Satisfaction indicators</u></p> <ul style="list-style-type: none"> • Resident satisfaction • Visitors satisfaction 	<ul style="list-style-type: none"> • How would you describe your feeling when there are many tourists in your community? • Do you think whether the numbers of tourist should be either increased or decreased in the destination? Why/How?

Issues	How/ Where to obtain information
<p><u>Stakeholders in Tourism</u> <u>Development in the Destination</u></p> <p>Collaborations between:</p> <ul style="list-style-type: none"> • Host community • Local authority • NGOs • Ethnic minority association • Tourists • Industry partners • Ecotourism society • TAT • Media • PATA • Etc. 	<ul style="list-style-type: none"> • What/How do the local policy contribute to/influence on tourism development? • How/Why should the local authority work with others? • How would you describe the network of tourism development in the area should be? • What/How would you describe the influence of tourism development on the community in terms of: <ul style="list-style-type: none"> -Cost and benefit -Involvement of the locals -Collaborations among stakeholders (How do they work with others?) -Understanding among stakeholders -Environmental conservation -Socio-cultural conservation -Income generation
<p><u>Impacts/ Changes in the Field</u></p> <p><u>Environment</u></p> <p><u>Environmental indicators</u></p> <ul style="list-style-type: none"> • Weather • Air quality • Vegetation cover • Fish and wildlife count • River quality • Drinking water quality • Visual environment • Ambient noise levels • Old growth forest levels • Recreational lands 	<ul style="list-style-type: none"> • What/How would you describe the influence of tourism development on the community in terms of: <ul style="list-style-type: none"> -Environmental conservation <ul style="list-style-type: none"> No Positive- how? Negative-how? -Forest condition <ul style="list-style-type: none"> No Positive- how? Negative-how? -Land use pattern <ul style="list-style-type: none"> No Positive- how? Negative-how?

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Issues	How/ Where to obtain information
<p><u>Economic</u></p> <p><u>Economic Indicators</u></p> <ul style="list-style-type: none"> • Income • Housing condition-material used • Household possession • Infrastructures • Buildings <p>Education level</p>	<ul style="list-style-type: none"> • What/How would you describe the influence of tourism development on economy of the family in terms of: <ul style="list-style-type: none"> -Income & Standard of living -Employment opportunities -Family life -Housing standard -Infrastructure <p>Positive-how?</p> <p>Negative-how?</p> • What/How would you describe the influence of tourism development on local economy? <p>Positive-how?</p> <p>Negative-how?</p> • How are the benefits should be shared in the community? • What/How does the local authority should do to prevent/ mitigate the negative impacts caused by tourism development in the area? • As an academic, what/how would you do to contribute to sustainability of tourism development in the area?
<p><u>Public Participation</u></p>	<ul style="list-style-type: none"> • How/When did the public participation first take place? • What/How should the local authority participate in tourism development in the area? • What/How would you describe the involvement of the locals in process of: <ul style="list-style-type: none"> -Decision making -Implementing tourism programme -Sharing benefits -Evaluate the programme -Solve problems

Issues	How/ Where to obtain information
<p><u>Ecotourism Concept</u></p> <ul style="list-style-type: none"> • Understanding Ecotourism • Interpretation of the concept • Implementation of the concept 	<ul style="list-style-type: none"> • Have you heard the term of 'ecotourism'? • When/where/ how did you first hear or know about ecotourism? • What does ecotourism mean to you? • How would you describe the existing ecotourism in terms of: <ul style="list-style-type: none"> -Interpretation of the concept -Implementation of the concept • Is it the way you understood/ expected?
<p><u>Ecotourism Development in the Destination</u></p>	<ul style="list-style-type: none"> • Who should involve in ecotourism development? • What/How should the planning and management of ecotourism be established? • Who/How should involve in management of ecotourism in terms of: <ul style="list-style-type: none"> -Activities -Destination maintenance -Waste management -Labour forces -Accommodation -Interpretation-sign post • According to your opinion, what does make ecotourism successful? Why/ How? (key elements to the success of ecotourism development) • How would you define the term 'success'? <ul style="list-style-type: none"> -Long term/short term -Benefits (make lots of money) -Environmental sustainability • What is your expectation for ecotourism development? • What are the strengths/ weaknesses of the destination?

Appendix 5.3 The Interview Guide for Visitors

- How long are you going to stay in the destination?
- How do you know about this place?
- What is the main reason of visiting this destination?
- How are you travelling and what is your type of holiday?
- How do you organise the activities?
- Have you had contact with local people?
- Have you had a chance to participate in local cultural event?
- How do you feel about the local people and their culture?
- How do you feel about the activities undertaken during the visit?
- Do the activities contribute to conservation of the natural environment or local culture or vice versa?
- What were you expecting to experience at this destination?
- What did you experience during you visit this destination?
- Would you have wished to revisit this destination and why?
- Would you have wished to come to this destination if it had been more fully developed for tourism?
- What are the 3 best things about your visit to this destination?
- What are the 3 worst things about your visit to this destination?
- From your point of views, how to maintain tourism in this destination?
- Where do you come from?
- What is your occupation?
- Do you mind to tell how old are you?

Appendix 5.4 An Example of Field Notes

วันที่ 28/6/44

01-8870106

28/6/44

055 - 561122

Project # 01-8870106

การวัดผลโครงการ Project (Paper)
ตามแผนที่

ข้อมูลทางวิชาการที่เก็บ

ข้อมูลทางวิชาการที่เก็บ (ในดินแดน) "สวนป่าสงวนแห่งชาติ" 01-8870106

ตามแผนที่แนบมา. Project นี้ เป็นการวัดผลโครงการในดินแดน. ที่ใช้ not 40%.

40-41 - ส่วนที่ 1 และ 2.

① ในพื้นที่โครงการ (ใน Eco-System)

พื้นที่ สัตว์ป่าสงวนแห่งชาติ. ตามแผนที่แนบมา. ที่ใช้ not 40%.

②. การวัดผลโครงการในดินแดน (ใน Eco-System) Now - ส่วนที่ 1 และ 2 (ตามแผนที่แนบมา)

③. ส่วนที่ 1 และ 2 (ตามแผนที่แนบมา) ส่วนที่ 1 และ 2 (ตามแผนที่แนบมา)

ส่วนที่ 1 และ 2 (ตามแผนที่แนบมา) ส่วนที่ 1 และ 2 (ตามแผนที่แนบมา)

ส่วนที่ 1 และ 2 (ตามแผนที่แนบมา) ส่วนที่ 1 และ 2 (ตามแผนที่แนบมา)

ส่วนที่ 1 และ 2 (ตามแผนที่แนบมา) ส่วนที่ 1 และ 2 (ตามแผนที่แนบมา)

ส่วนที่ 1 และ 2 (ตามแผนที่แนบมา) ส่วนที่ 1 และ 2 (ตามแผนที่แนบมา)

Tracking → Not → Eco

การวัดผลโครงการ (ใน Eco-System) Now - ส่วนที่ 1 และ 2 (ตามแผนที่แนบมา)

ส่วนที่ 1 และ 2 (ตามแผนที่แนบมา) ส่วนที่ 1 และ 2 (ตามแผนที่แนบมา)

0/gre CH7 055561181

ဂရုဒေ, ကံဇာ : Gifhouse

1. When/ Why was the company established?

2. How many tour guides are employed in the company? Are they local people or people outside the community?

3. How does the company deal with an employment of the local?

4. What is the marketing policy of the company? How is it implemented?

5. How would you describe the company's main interest, sorts of tourism activities organised?.

6. Do you organise the activities on your own or through other agencies? **အသံကလပ်၏ ?**

Homestay 8 hrs return to school

Appendix 5.5 An Evidence of Transcription

The transcription was conducted according to the responses from the respondents. It was done manually and the highest frequency of the answers was considered to be the majority view of respondents, for example:

What are the best things caused by tourism development in your community?

Frequency	Issues
//// // (30)	Income generation
//// // (23)	Provide job and employment opportunities
// (2)	Prevention of resource degradation
//// // (19)	Improve quality of life
	Environmental conservation
//// // (28)	Increase education opportunity

From above responses, it can be concluded that the best consequence of tourism development in the area is income generation. The locals have income so that they can afford to pay for their children's higher education in town.

Appendix 5.6 VISITOR SURVEY FORM

This survey is part of PhD research work being undertaken by Bussaba Sitikarn from School of Planning, Oxford Brookes University, England on tourism phenomenon in northern Thailand. Please fill in the questions below. This will provide useful information about the characteristic, activities and motivations of people who visit the destination. Any information received will be treated in strict confidence.

1. Please tick whether you agree or disagree with the following reasons in terms of encouraging you to visit:

- () Mae Ta-Man Village, Chiang Mai
() Huay- Hee Village, Mae Hong-Son
() Um-Phang Village, Tak

- 5 = Strongly agree
4 = Agree
3 = Neutral
2 = Disagree
1 = Strongly disagree

Reasons of visiting destination	5	4	3	2	1
The natural environment of the area					
The friendliness of the local people					
Interest in the local culture					
The warm weather					
Business trip					
It is part of the education programme					
The price					
Word of mouth (many people talking about it)					

2. How long are you staying in the destination _____ day(s)

3. Where are you staying in destination?

- () Hotel Name _____
() Guesthouse Name _____
() Home-stay _____
() Other (Please specify) _____

4. How are you travelling?

- () In a group
() Independently

5. What is the type of your holiday?

- ☐ Inclusive holiday
☐ Independent holiday

6. What tourism activities do you undertake during your stay in the destination?

- ☐ Trekking
☐ Rafting
☐ Elephant riding
☐ Other (Please specify) _____

7. How do you organise the tourism activities?

- ☐ with tour operator
☐ make your own travel arrangement

8. How do you know about the destination?

- | | |
|---|--|
| <input type="checkbox"/> Travel Agency | <input type="checkbox"/> Television |
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Travel magazine |
| <input type="checkbox"/> Friends | <input type="checkbox"/> Word of mouth |
| <input type="checkbox"/> Other (Please specify) | _____ |

9. Please tick whether you have experienced the following questions relating to your holiday experiences in destination.

Questions	Much 2	Little 1	None 0
Have you had any contact with local people?			
Have you participated in local cultural events?			
Did the local make you feel welcome?			
Is the local culture different from your own?			
Have you asked the local people for help or advice?			
Have you met any local people with whom you intend to keep contact in the future?			
Have you had the opportunity to observe local people and their life?			
Is it hard to make contact with local people?			

10. Please tick whether you agree or disagree with the following statements relating to your holiday experiences in destination.

5 = Strongly agree

4 = Agree

3 = Neutral

2 = Disagree

1 = Strongly disagree

Statements	5	4	3	2	1
I wish to learn something about the culture of destination.					
I like to talk to the local people of the destination.					
I like to spend time with the local people of the destination.					
The activities I undertake contribute to education experience, which develops my understanding and appreciation of the place.					
The activities I undertake contribute to better understanding the local society and culture that different from my own.					
The activities I undertake contribute to encourage interaction between the locals and tourists to have opportunity for both to learn about each other.					
The activities I undertake incorporate local culture, values and tradition.					
The activities I undertake are the use of local knowledge and practice.					
The activities I participate promote socio-cultural pride of the locals.					
After the activities, I strongly feel respectably to local ideology and heritage.					
The activities I undertake contribute to environment conservation in the destination.					
I would be happy to stay in small, locally owned accommodation rather than a large hotel.					
I always eat meals at my hotel/guesthouse.					
I always eat the local cuisine at local restaurant.					
I often purchase locally products.					

11. Please tick your level of satisfaction with the following issues relating to your holiday experiences.

Issues	Very good 5	Good 4	Neutral 3	Poor 2	Very poor 1
Local accommodation					
Transport					
Food					
Price of local products					
Service in shops					
Local hospitality					
The friendliness of the local people					
Visit to destination					
Service of tour operator					
Demonstration of Tradition and culture of the local people					

12. Would you have wished to come to the destination if it had been more fully developed for tourism with better quality hotels and tourist facilities?- Please explain

13. What do you expect to experience before visiting the destination?

14. What did you experience during visiting the destination?

15. Would you like to come back to the destination?

() No- Why not _____

() Yes-Why _____

-What would you like to do most when you come next time? _____

16. What are the 3 best things you have experienced during your visit to destination?

1. _____

2. _____

3. _____

17. What are the 3 worst things you have experienced during your visit to destination?

1. _____

2. _____

3. _____

18. How would you describe your satisfaction towards the destination?

19. Are you male or female? () Male () Female

20. What is your age range?

() 18-30 () 31-40 () 41-50 () above 50

21. What is your occupation? _____

22. Which country do you come from? _____

THANK YOU FOR YOUR HELP

BUSSABA SITIKARN

แบบสำรวจความคิดเห็น

แบบสอบถามนี้เป็นส่วนหนึ่งของวิทยานิพนธ์ ระดับปริญญาเอก ของ นางสาวบุษบา สิทธิการ สาขาวิชาการวางแผนการ
ท่องเที่ยว มหาวิทยาลัย Oxford Brookes ประเทศอังกฤษ มีวัตถุประสงค์เพื่อศึกษาสถานการณ์ของการท่องเที่ยวเชิง
นิเวศในภาคเหนือของประเทศไทย กรุณาให้ความร่วมมือตอบแบบสอบถามนี้ ข้อมูลที่ได้รับจะถูกนำไปใช้เพื่อประโยชน์
สำหรับการศึกษาดังกล่าวเท่านั้น จึงขอขอบพระคุณมา ณ ที่นี้ด้วย

1. กรุณาทำเครื่องหมาย (/) ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

- () หมู่บ้านแม่ตะมาน จ. เชียงใหม่
() หมู่บ้านห้วยอี จ. แม่ฮ่องสอน
() หมู่บ้านจ๋มผาง จ. ตาก

5 = เห็นด้วยเป็นอย่างมาก

4 = เห็นด้วย

3 = เฉยๆ

2 = ไม่เห็นด้วย

1 = ไม่เห็นด้วยเป็นอย่างมาก

เห็นด้วย ↔ N ↔ ไม่เห็นด้วย

เหตุผลที่ท่านตัดสินใจเข้าไปเที่ยวในแหล่งท่องเที่ยว	5	4	3	2	1
ความงดงามของสภาพแวดล้อมทางธรรมชาติในพื้นที่					
ความเป็นมิตรของประชาชนในพื้นที่					
ความสนใจในวัฒนธรรมท้องถิ่น					
สภาพภูมิอากาศ					
เข้ามาทำธุรกิจในพื้นที่					
เป็นส่วนหนึ่งของการทัศนศึกษา					
ราคาถูก					
ได้ยินจากคำบอกเล่าของคนอื่น					

2. ระยะเวลาที่ท่านักในแหล่งท่องเที่ยว _____ วัน
3. ประเภทที่พักที่ท่านใช้บริการที่พักในแหล่งท่องเที่ยว
 - () โรงแรม ชื่อ _____
 - () เกสเฮาส์ ชื่อ _____
 - () พักกับชาวบ้าน(Home-stay)
 - () อื่น ๆ (โปรดระบุ) _____
4. ลักษณะการท่องเที่ยว
 - () ท่องเที่ยวในหมู่คณะ (จำนวน _____ คน)
 - () ท่องเที่ยวโดยลำพัง (จำนวน _____ คน)
5. ประเภทของการท่องเที่ยว
 - () แบบเหมาจ่ายล่วงหน้า(Inclusive holiday)
 - () จ่ายเองตามสภาพการณ์(Independent holiday)
6. กิจกรรมการท่องเที่ยวที่ท่านเลือกซื้อ (ตอบได้มากกว่า 1 ข้อ)
 - () การเดินป่า
 - () ล่องแพ
 - () นั่งช้าง
 - () อื่น ๆ (โปรดระบุ) _____
7. ท่านเข้าไปร่วมใช้บริการกิจกรรมการท่องเที่ยวได้อย่างไร?
 - () ผ่านบริษัททัวร์
 - () ติดต่อด้วยตัวเอง
8. ท่านรู้จักแหล่งท่องเที่ยวจากแหล่งใด

<ul style="list-style-type: none"> () บริษัททัวร์ () หนังสือพิมพ์ () เพื่อน () อื่น ๆ (โปรดระบุ) _____ 	<ul style="list-style-type: none"> () โทรทัศน์ () หนังสือ/นิตยสารการท่องเที่ยว () คำบอกเล่าต่อ ๆ กัน
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9. กรุณาทำเครื่องหมาย (/) ลงในช่องที่ตรงกับประสบการณ์ที่ท่านได้รับมากที่สุด

Questions	มาก 2	น้อย 1	ไม่มีเลย 0
ท่านได้ติดต่อกับประชาชนในพื้นที่			
ชาวบ้านให้การต้อนรับท่านเป็นอย่างดี / ด้วยความเต็มใจ			
ประเพณีท้องถิ่นแตกต่างจากประเพณีของท่าน			
ท่านได้ขอความช่วยเหลือ หรือ คำแนะนำจากคนในพื้นที่			
ท่านได้พบคนในพื้นที่ ที่ท่านต้องการจะติดต่อในอนาคต			

10. ท่านมีโอกาสติดต่อกับคนในพื้นที่โดยตรงหรือไม่อย่างไร โปรดอธิบาย

() มี (อย่างไร?) _____

() ไม่มี (ทำไม?) _____

11. ท่านได้มีส่วนร่วมในกิจกรรม/ วัฒนธรรมท้องถิ่นหรือไม่ อย่างไร โปรดอธิบาย

() มี (อย่างไร?) _____

() ไม่มี (ทำไม?) _____

12. กรุณาทำเครื่องหมาย (/) ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

5 = เห็นด้วยเป็นอย่างมาก

4 = เห็นด้วย

3 = เฉยๆ

2 = ไม่เห็นด้วย

1 = ไม่เห็นด้วยเป็นอย่างมาก

เห็นด้วย ↔ N ↔ ไม่เห็นด้วย

ข้อความ	5	4	3	2	1
ฉันต้องการเรียนรู้เกี่ยวกับวัฒนธรรมในพื้นที่					
ฉันชอบพูดคุยกับคนในพื้นที่					
ฉันมักใช้เวลาที่มีคลุกคลีกับคนในพื้นที่					
กิจกรรมท่องเที่ยวที่ฉันทำ ได้เพิ่มพูนความรู้ของฉัน ซึ่งทำให้ฉันเข้าใจและประทับใจเกี่ยวกับแหล่งท่องเที่ยวมากขึ้น					
กิจกรรมการท่องเที่ยวทำให้ฉันเข้าใจวิถีชีวิตและวัฒนธรรมที่แตกต่างกับวัฒนธรรมและวิถีชีวิตของฉัน					
กิจกรรมการท่องเที่ยวก่อให้เกิดการปฏิสัมพันธ์ ระหว่างประชาชนในพื้นที่และตัวฉันเอง ทำให้เกิดการเรียนรู้ซึ่งกันและกัน					
กิจกรรมการท่องเที่ยวให้ประสบการณ์ที่รวมถึงวัฒนธรรม คุณธรรม และวัฒนธรรมของท้องถิ่น แก่ฉัน					
กิจกรรมการท่องเที่ยวเป็นกิจกรรมหนึ่งที่นำเสนอภูมิปัญญาท้องถิ่นของคนในพื้นที่					
กิจกรรมการท่องเที่ยวมีส่วนสนับสนุนความภาคภูมิใจในวัฒนธรรมท้องถิ่นของคนในพื้นที่					
กิจกรรมการท่องเที่ยวก่อให้เกิดความรู้สึกนับถือ ความเป็นเอกลักษณ์ของท้องถิ่น					
กิจกรรมการท่องเที่ยวก่อให้เกิดการอนุรักษ์สิ่งแวดล้อมในแหล่งท่องเที่ยว					
ฉันชอบใช้บริการที่พักขนาดเล็กในแหล่งท่องเที่ยว ที่ดำเนินการโดยคนในพื้นที่มากกว่าโรงแรมขนาดใหญ่.					
ฉันรับประทานอาหารที่โรงแรม หรือเกสเฮาส์เสมอ					
ฉันรับประทานอาหารท้องถิ่นทุกครั้งที่มีโอกาส					
ฉันซื้อสินค้าท้องถิ่นบ่อยครั้ง					

13. กรุณาทำเครื่องหมาย (/) ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด เกี่ยวกับประสบการณ์ของท่านในแหล่งท่องเที่ยวในประเด็นดังต่อไปนี้

ประเด็นศึกษา	ดีมาก 5	ดี 4	ปานกลาง 3	น้อย 2	น้อยมาก 1
ที่พักในพื้นที่					
การคมนาคม					
อาหาร					
ราคาของสินค้าที่ท้องถิ่น					
การบริการในร้านค้า					
ไมตรีและการต้อนรับอันดีของคนในพื้นที่					
ความเป็นมิตรของคนในพื้นที่					
การนำเสนอประเพณี และวัฒนธรรมของท้องถิ่น					

14. ก่อนเข้าไปในแหล่งท่องเที่ยว ท่านคาดหวังจะได้รับประสบการณ์อะไรในแหล่งท่องเที่ยว โปรดอธิบาย?

15. ท่านได้รับประสบการณ์อะไรบ้างจากแหล่งท่องเที่ยว โปรดอธิบาย?

16. ท่านยังต้องการเข้าไปในแหล่งท่องเที่ยวหรือไม่ หาก มีการพัฒนา สาธารณูปโภค และการก่อสร้าง
โรงแรม ที่พักที่ทันสมัย ขึ้นในแหล่งท่องเที่ยว โปรดอธิบาย

17. ท่านต้องการกลับไปเที่ยวในแหล่งท่องเที่ยวอีกหรือไม่? โปรดอธิบาย

() ไม่- เหตุผล _____

() กลับไปอีก- เหตุผล _____

ท่านต้องการทำกิจกรรมการท่องเที่ยวอะไรมากที่สุดในการต่อไป _____

18. โปรดระบุ และอธิบาย สิ่งที่ดีที่สุดที่ท่านประสบในแหล่งท่องเที่ยว มา 3 ประการ

1. _____

2. _____

3. _____

19. โปรดระบุ และอธิบาย สิ่งที่ไม่ดีที่สุดที่ท่านประสบในแหล่งท่องเที่ยว มา 3 ประการ

1. _____

2. _____

3. _____

20. โปรดอธิบายระดับความพึงพอใจของท่านเกี่ยวกับแหล่งท่องเที่ยว

21. เพศ () ชาย () หญิง

22. อายุ

() 18-24 ปี () 25-34 ปี () 35-44 ปี () 45-54 ปี () 55-64 ปี () มากกว่า 65 ปี

23. อาชีพ _____

24. ท่านเดินทางมาจากประเทศ/ จังหวัด _____

ในมุมมองของท่านอะไรคือปัญหาสำคัญเร่งด่วนที่สุด ที่ต้องทำทันทีในขณะนี้เพื่ออนาคตที่ดีของการท่องเที่ยวเชิงนิเวศในพื้นที่

ท่านคาดหวังให้การท่องเที่ยวในพื้นที่ในอีก 10 ปีข้างหน้าเป็นอย่างไร

เพื่อให้เกิดการพัฒนาการท่องเที่ยวที่จะนำไปสู่อนาคตที่คาดหวัง ในสถานะหรือบทบาทที่ท่านเป็นอยู่ ท่านจะมีส่วนร่วมได้อย่างไรบ้าง

รายชื่อธุรกิจนำเที่ยวอำเภออุ้มผาง

ลำดับที่	ใบอนุญาตเลขที่	รายชื่อธุรกิจนำเที่ยว	สถานที่ตั้งสำนักงาน	โทรศัพท์/โทรสาร	ชื่อเจ้าของกิจการ
1	23/0031	กีฟเฮ้าส์	371 หมู่ 1 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561181	นายปิยะเกียรติ สิงหาข
2	24/0278	แคว้นปศุสัตว์	30 หมู่ 1 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561227, 561285	นายชูศักดิ์ หทัยสุทธิ
3	23/0024	ตุ๊กตาคอเทจ	40 หมู่ 6 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561285, 01- 8258238	นายสุชาติ จันทร์หอมพล
4	24/0267	ทิวทัศน์	591 หมู่ 1 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561107	นางบานเย็น เนาวรัตน์
5	22/0010	ธวัชชัย ทิเจ ทัวร์	620 หมู่ 1 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561090, 561327	นายธวัชชัย จันทร์ทอง
6	24/0268	นภาทัวร์	115 หมู่ 1 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561287, 01 - 8558754	นางสาวนภา บุญสม
7	23/0023	บ้านพักริมน้ำป่าคา	71 หมู่ 1 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561028	นางสมทรง สุธรรม
8	24/0259	บ้านสวนบุญญาภรณ์	106 หมู่ 6 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561093	นายบุญทรง ถาวร
9	24/106	บ้านห้วยน้ำเย็น	107 หมู่ 1 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561082	นางสาวดวงดาว สุวรรณรังษี
10	24/0184	บุญช่วยแคว้นปิงทัวร์	360 หมู่ 1 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561020	นายบุญช่วย ยาคำสือ
11	24/0185	ที เอ็ม การท่องเที่ยว	162 หมู่ 1 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561059, 561294, 01 - 8878734	นายบุญมาก ยอดเมือง
12	23/0060	ภูคอยแคว้นปิง	637 หมู่ 1 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561049, 561279, 01 - 8868783	นายชัยพร สิ้นทูล
13	24/0258	วิระทัวร์	6 หมู่ 6 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561293, 01 - 2845855	นายวิระ ยอดเมือง
14	23/0087	สวนเรือนแก้ว	43 หมู่ 6 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561119, 561120, 01-8865226	คต.สมพร บุญคง
15	24/0312	อุ้มผางจังเกิล ราช	663 หมู่ 1 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561247	คต.สมัคร อินทรเกษม
16	23/0030	อุ้มผางเก็ทเฮ้าส์	438 หมู่ 1 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561021, 561332, 01-8870653	นายบุญล้ำ ยอดเมือง
17	21/0100	อุ้มผางฮิลล์ รีสอร์ท	53 หมู่ 6 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561063, 561222,	ร.ต.อ.สมบัติ พันธุ์ทรง
18	23/0033	อุ้มผางเฮ้าท์	443 หมู่ 1 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561073	นายทองแก้ว ปะนันท์
19	22/0071	อุ้มผางคันทรียัท	141 หมู่ 1 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561079	นางรุ่งทิพา ทำน้ำ
20	23/0109	อิงคอบริสอร์ท	362 หมู่ 1 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561176	นางอมรรัตน์ ชาวหอม
21	24/0307	อุ้มผางการท่องเที่ยว	4 หมู่ 1 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561374	นายสังคม จาคดี

Appendix 5.7 List of Interviewed Tour Operators in Umphang
(continued)

รายชื่อธุรกิจนำเที่ยวอำเภออุ้มผาง

ลำดับที่	ใบอนุญาตเลขที่	รายชื่อธุรกิจนำเที่ยว	สถานที่ตั้งสำนักงาน	โทรศัพท์/โทรสาร	ชื่อเจ้าของกิจการ
22	24/0341	ฮังเกิลทินส์ เคบิต	389 หมู่ 1 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561117	นายสรนินทร์ เมื่อกสม
23	23/0061	ทีลอยุธยาเรริโพร	7 หมู่ 4 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561010	นางสมพิศ ทิมกระจำ
24	24/0406	ปะละทะเข้าห์	49 หมู่ 1 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561030	นายจักรพงษ์ วงศ์พนาสวรรค์
25	24/0525	สุกิจ ทวีร์	357 หมู่ 1 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561130	นายสุกิจ ลำไ
26	24/0526	บุญชู ทวีร์	309 หมู่ 1 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561420	นายสุทิน บุญชู
27	24/0495	ภูบาลการท่องเที่ยว	3 หมู่ 6 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561317	นางบัวโหล กานดา
28	24/0518	อุ้มผางแค้นบั้ง	12/12 ต.แม่สอ ต.แม่สอ จ.ตาก 63110	(055) 547149	นายสมาน หงส์ยม
29	23/0187	ดาบรรณทวีร์	513 หมู่ 1 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 561038,01-8865667,01-8883511	นางสาวณัฐกานต์ มัคนา
30	23/0124	บ้านบนดอย	742 หมู่ 1 ต.อุ้มผาง อ.อุ้มผาง จ.ตาก 63170	(055) 511279,01-8879425	นายวิฑล อุงศิริสาโรจน์

Appendix 6.1 Population of Mae Hong Son province, Classify by age group and sex

Population of Mae Hong Son by age group and sex

Age group	Population			Percentage		
	Total	Males	Females	Total	Males	Females
Total	210,537	108,509	102,028	100	100	100
0-4	19,848	10,293	9,555	9.4	9.5	9.4
05-Sep	22,328	11,430	10,898	10.6	10.5	10.7
Oct-14	22,275	11,512	10,763	10.6	10.6	10.5
15-19	20,472	10,361	10,111	9.7	9.5	9.9
20-24	17,623	8,929	8,694	8.4	8.2	8.5
25-29	17,616	8,977	8,639	8.4	8.3	8.5
30-34	17,586	8,751	8,835	8.4	8.1	8.7
35-39	16,663	8,608	8,055	7.9	7.9	7.9
40-44	14,578	7,789	6,789	6.9	7.2	6.7
45-49	11,099	5,813	5,286	5.3	5.4	5.2
50-54	7,422	4,005	3,417	3.5	3.7	3.3
55-59	6,294	3,369	2,925	3	3.1	2.9
60-64	5,602	2,902	2,700	2.7	2.7	2.6
65-69	4,561	2,321	2,240	2.2	2.1	2.2
70-74	3,215	1,655	1,560	1.5	1.5	1.5
75-79	1,703	926	777	0.8	0.9	0.8
80-84	954	517	437	0.5	0.5	0.4
85 and over	698	351	347	0.3	0.3	0.3

Source: Population and Housing Census, 2000

Appendix 6.2 CBT Project Activities at Huai Hee Village, Mae Hong Son Province

Source: Paper of Community Tourism for Conservation and Development in the Pai Watershed Area, 2001

Appendix 6.3 Activities Conducted at Huai Hee during 1996-1998

Source: Brochure of JorKor Ecotrek, Mae Hong Son, 2001

Appendix 7.1 Population of Tak Province, Classify by age group and sex

Population of Tak by age group and sex

Age group	Population			Percentage		
	Total	Males	Females	Total	Males	Females
Total	486,146	244,891	241,255	100	100	100
0-4	45,977	23,756	22,221	9.5	9.7	9.2
05-Sep	47,426	24,449	22,977	9.8	10	9.5
Oct-14	44,546	22,867	21,679	9.2	9.3	9
15-19	43,538	21,891	21,647	9	8.9	9
20-24	40,225	20,304	19,921	8.3	8.3	8.3
25-29	40,713	20,425	20,288	8.4	8.3	8.4
30-34	42,052	20,996	21,056	8.7	8.6	8.7
35-39	40,513	20,429	20,084	8.3	8.3	8.3
40-44	36,512	18,542	17,970	7.5	7.6	7.4
45-49	27,521	13,897	13,624	5.7	5.7	5.6
50-54	21,202	10,812	10,390	4.4	4.4	4.3
55-59	16,538	8,247	8,291	3.4	3.4	3.4
60-64	13,538	6,555	6,983	2.8	2.7	2.9
65-69	10,956	5,238	5,718	2.3	2.1	2.4
70-74	7,282	3,309	3,973	1.5	1.4	1.6
75-79	3,939	1,700	2,239	0.8	0.7	0.9
80-84	2,122	887	1,235	0.4	0.4	0.5
85 and over	1,546	587	959	0.3	0.2	0.4

Source: Population and Housing Census, 2000

Appendix 7.2 An Ecotourism Pilot Project

Source: TAT, 1999

Appendix 7.2 An Ecotourism Pilot Project (Continued)

Source: TAT, 1999

Appendix 7.3 Certificate of Ecotourism in Umphang

ลำดับที่ 6124



ชมรมส่งเสริมการท่องเที่ยวและอนุรักษ์อุ้มผาง
THE UMPHANG TOURISM PROMOTION & CONSERVATIVE CLUB

UMPHANG

TAK PROVINCE

ขอมอบเกียรติบัตรนี้ไว้เพื่อแสดงว่า

IN HONOURABLE
DIPLOMA
AWARDED TO

นางสาวกมลนา สุทธิสาร

ได้เดินทางผ่านถนนลอยฟ้า 1,219 โค้ง สองแพ ชมน้ำตกทีลอซู
และท่องเที่ยวแบบนักอนุรักษ์ป่าดงพญาไฟ สมควรยกย่องเป็น

WHO HAS THIS DAY TRAVELED THROUGH 1,219 CURVES
OF THE PANORAMA ROAD. THREE-LOR-SU RAFTING,
SIGHTSEEING AND TREKKING. HONORABLY NAMED TO BE

"นักท่องเที่ยวเชิงอนุรักษ์ดีเด่น"

"OUTSTANDING ECO-TOURIST"

ให้ไว้ ณ วันที่ 24 เดือน (ม.ค.) พุทธศักราช 2544

ON (DATE) (MONTH) (YEAR)

(นายณรงค์ คำภีร์)

ประธานชมรมส่งเสริมการท่องเที่ยวและอนุรักษ์อุ้มผาง
THE UMPHANG TOURISM PROMOTION & CONSERVATIVE CLUB
CHAIRMAN

Appendix 7.4 The Regulation and Code of Conduct for Stakeholders in Umphang

Source: TAT, 1999

Appendix 8.1 Population of Chiang Mai province, Classify by age group and sex

Population of Chiang Mai by age group and sex

Age group	Population			Percentage		
	Total	Males	Females	Total	Males	Females
Total	1,500,127	741,726	758,401	100	100	100
0-4	92,576	47,328	45,248	6.2	6.4	6
05-Sep	113,269	57,814	55,455	7.6	7.8	7.3
Oct-14	114,405	58,758	55,647	7.6	7.9	7.3
15-19	127,022	63,819	63,203	8.5	8.6	8.3
20-24	124,927	62,411	62,516	8.3	8.4	8.2
25-29	113,365	55,265	58,100	7.6	7.5	7.7
30-34	126,025	59,829	66,196	8.4	8.1	8.7
35-39	144,932	70,070	74,862	9.7	9.4	9.9
40-44	144,715	70,642	74,073	9.6	9.5	9.8
45-49	106,971	52,881	54,090	7.1	7.1	7.1
50-54	69,383	34,840	34,543	4.6	4.7	4.6
55-59	50,673	25,505	25,168	3.4	3.4	3.3
60-64	51,371	24,930	26,441	3.4	3.4	3.5
65-69	49,436	23,917	25,519	3.3	3.2	3.4
70-74	35,477	17,166	18,311	2.4	2.3	2.4
75-79	19,947	9,595	10,352	1.3	1.3	1.4
80-84	9,262	4,276	4,986	0.6	0.6	0.7
85 and over	6,371	2,680	3,691	0.4	0.4	0.5

Source: Population and Housing Census, 2000

Appendix 9.1 Respondents' Demographic Characteristics and Other Related Variables, Classified by Destination

Respondents' Demographic Characteristics	HH		UP		MTM		Chi-Square Value	df
	n=37	per cent	n=193	per cent	n=100	per cent		
Age							76.426	8
18-24	5	14	48	25	5	5		
25-34	18	49	113	59	38	38		
35-44	12	32	25	13	24	24		
45-54	2	5	4	2	24	24		
Above 55	0	0	3	8	9	9		
Total	37	100	193	100	100	100		
Type of holiday							14.450	2
Inclusive holiday	12	32	107	55	35	35		
Independent holiday	25	68	86	45	65	65		
Total	37	100	193	100	100	100		
Traveling							13.051	2
In a group	25	68	125	65	44	44		
Independently	12	32	68	35	56	56		
Total	37	100	193	100	100	100		
The organisation of activities			115				26.103	2
Via tour operator	16	43	78	60	84	84		
Made own travel arrangement	21	57	193	40	16	16		
Total	37	100	115	100	100	100		
Accommodation							460.473	6
Hotel	0	0	22	11	93	93		
Guesthouse	0	0	137	71	5	5		
Home-stay	31	84	1	1	2	2		
Others	6	16	33	17	0	0		
Total	37	100	193	100	100	100		
Present at Chi-Square Value indicated , Asymp.Sig. (2-tailed)= >.05								
Chi-square Analysis was performed on the absolute number, not the percentage								

Note: HH = Huai Hee Destination, UP = Umphang Destination, MTM = Mae Ta Man Destination

Appendix 9.2 Influences which Determined Respondents' Decisions to Stay at Destinations, Classified by Destination (Figure 9.3)

Decisions Determination towards Holiday	HH		UP		MTM		Chi-Square Value	df
	n=37	per cent	n=193	per cent	n=100	per cent		
Know about the destination							27.351	2
Travel agency								
Yes	13	35	93	48	76	76		
No	24	65	100	52	24	24		
Total	37	100	193	100	100	100		
Friends							3.704	2
Yes	20	54	82	42	36	36		
No	17	46	111	58	64	64		
Total	37	100	193	100	100	100		
Travel magazine							3.242	2
Yes	8	22	71	37	33	33		
No	29	78	122	63	67	67		
Total	37	100	193	100	100	100		
Word of mount							17.067	2
Yes	17	17	48	25	47	47		
No	20	54	145	75	53	53		
Total	37	100	193	100	100	100		
Internet							25.517	2
Yes	1	3	2	1	15	15		
No	36	97	191	99	85	85		
Total	37	100	193	100	100	100		
Present at Chi-Square Value indicated , Asymp.Sig. (2-tailed)= >.05								
Chi-square Analysis was performed on the absolute number, not the percentage								

Note: HH = Huai Hee Destination, UP = Umphang Destination, MTM = Mae Ta Man Destination

Appendix 9.3 Respondents' Reasons for Visiting Destinations, Classified by Destination (Figure 9.4)

Attitude Statement	HH			UP		MTM	Chi-Square Value	df
	n=37	per cent		n=193	per cent	n=100		
The natural environment of the area							6.321	2
Agree	35	95	186	96	89	89		
Disagree	2	5	7	4	11	11		
Total	37	100	193	100	100	100		
Interest in the local culture							6.862	2
Agree	34	92	148	77	86	86		
Disagree	3	8	45	23	14	14		
Total	37	100	193	100	100	100		
The warm weather							10.851	4
Agree	26	70	125	65	47	47		
Neutral	7	19	50	26	38	38		
Disagree	4	11	18	19	15	15		
Total	37	100	193	100	100	100		
It is part of the education program							36.061	4
Agree	21	58	85	44	16	16		
Neutral	8	21	39	20	19	19		
Disagree	8	21	69	36	65	65		
Total	37	100	193	100	100	100		
The price							11.706	4
Agree	8	21	68	35	32	32		
Neutral	13	35	78	40	28	28		
Disagree	16	44	47	25	40	40		
Total	37	100	193	100	100	100		
Word of mouth (many people talking about it)							21.201	4
Agree	17	46	118	61	53	53		
Neutral	11	30	51	27	14	14		
Disagree	9	24	24	12	33	33		
Total	37	100	193	100	100	100		

Present at Chi-Square Value indicated, Asymp.Sig. (2-tailed)= >.05

Chi-square Analysis was performed on the absolute number, not the percentage

Note: HH = Huai Hee Destination, UP = Umphang Destination, MTM = Mae Ta Man Destination

**Appendix 9.4 The Respondents' Tourist Activities Undertaken at Destinations,
Classified by Destination (Figure 9.5)**

Classified by Destination (Figure 3.15)

Activities	HH		UP		MTM		Chi-Square Value	df
	n=37	per cent	n=193	per cent	n=100	per cent		
Trekking							218.094	2
Yes	31	84	168	87	100	100		
No	6	16	25	13	0	0		
Total	37	100	193	100	100	100		
Rafting							136.248	2
Yes	3	8	180	93	78	78		
No	34	92	13	7	22	22		
Total	37	100	193	100	100	100		
Elephant riding							51.017	2
Yes	4	11	102	53	78	78		
No	33	89	91	47	22	22		
Total	37	100	193	100	100	100		
Karen Culture							44.913	2
Yes	13	35	14	7	0	0		
No	24	65	179	93	100	100		
Total	37	100	193	100	100	100		
Present at Chi-Square Value indicated , Asymp.Sig. (2-tailed)= >.05								
Chi-square Analysis was performed on the absolute number, not the percentage								

Note: HH = Huai Hee Destination, UP = Umphang Destination, MTM = Mae Ta Man Destination

Appendix 9.5 Respondents' Experiences at Destinations, Classified by Destination
(Figure 9.6)

Activities	HH		UP		MTM		Chi-Square Value	df
	n=37	per cent	n=193	per cent	n=100	per cent		
Interaction with locals Resident							248.155	4
Agree	35	95	141	73	0	0		
Neutral	2	5	36	19	6	6		
Disagree	0	0	16	8	94	94		
Total	37	100	193	100	100	100		
Experience in local culture							151.535	4
Agree	34	92	140	73	13	13		
Neutral	2	5	43	22	29	29		
Disagree	1	3	10	5	58	58		
Total	37	100	193	100	100	100		

Note: HH = Huai Hee Destination, UP = Umphang Destination, MTM = Mae Ta Man Destination

Appendix 9.6 Respondents' Attitudes to Holiday Experiences at Destinations, Classified by Destination (Figure 9.7)

Experiences Obtained in Ecotourism Destination	HH		UP		MTM		Chi-Square Value	df
	n=37	per cent	n=193	per cent	n=100	per cent		
The activities I undertake contribute to my educational experience, which develops my understanding and appreciation of the place.							50.717	4
Agree	36	97	156	80	52	52		
Neutral	1	3	27	14	20	20		
Disagree	0	0	10	6	28	28		
Total	37	100	193	100	100	100		
The activities I undertake contribute to my better understanding of the local society and culture that is different from my own.							240.831	4
Agree	34	92	153	79	1	1		
Neutral	1	3	29	15	10	10		
Disagree	2	5	11	6	89	89		
Total	37	100	193	100	100	100		
The activities I undertaken promote socio-cultural pride of the locals.							40.248	4
Agree	34	92	122	63	94	94		
Neutral	2	5	45	23	5	5		
Disagree	1	3	26	14	1	1		
Total	37	100	193	100	100	100		
The activities I undertake contribute to environmental conservation at the destination.							26.433	4
Agree	30	81	126	65	91	91		
Neutral	6	16	42	22	8	8		
Disagree	1	3	25	13	1	1		
Total	37	100	193	100	100	100		
Present at Chi-Square Value indicated , Asymp.Sig. (2-tailed)= >.05								
Chi-square Analysis was performed on the absolute number, not the percentage								

Note: HH = Huai Hee Destination, UP = Umphang Destination, MTM = Mae Ta Man Destination

Appendix 9.7 of Respondents' Satisfaction with the Destinations, Classified by Destination (Friendliness of the locals and Demonstration of the locals culture)(Figure 9.8)

Satisfaction in Relation to Destination	HH		UP		MTM		Chi-Square Value	df
	n=37	per cent	n=193	per cent	n=100	per cent		
The friendliness of the local residents							12.936	2
Good	35	95	181	94	81	81		
Bad	2	5	12	6	19	19		
Total	37	100	193	100	100	100		
Demonstration of Tradition and culture of the local residents							226.409	4
Good	25	68	100	52	0	0		
Moderate	7	19	68	35	0	0		
Bad	5	13	25	13	100	100		
Total	37	100	193	100	100	100		
Present at Chi-Square Value indicated , Asymp.Sig. (2-tailed)= >.05								
Chi-square Analysis was performed on the absolute number, not the percentage								

Note: HH = Huai Hee Destination, UP = Umphang Destination, MTM = Mae Ta Man Destination

Appendix 9.8 Respondents' Satisfaction with Destinations, Classified by Destination
(Figure 9.9)

Satisfaction in Relation to Destination	HH		UP		MTM		Chi-Square Value	df
	n=37	per cent	n=193	per cent	n=100	per cent		
Local accommodation							337.097	4
Good	20	54	166	86	0	0		
Moderate	15	41	25	13	0	0		
Bad	2	5	2	1	100	100		
Total	37	100	193	100	100	100		
Transport							86.085	4
Good	11	30	116	60	100	100		
Moderate	16	43	62	32	0	0		
Bad	10	27	15	8	0	0		
Total	37	100	193	100	100	100		
Food							56.963	4
Good	18	49	170	88	61	61		
Moderate	18	49	19	10	24	24		
Bad	1	2	4	2	15	15		
Total	37	100	193	100	100	100		
Price of local products							29.379	2
Good	16	43	116	60	86	86		
Bad	21	57	77	40	14	14		
Total	37	100	193	100	100	100		
Service in shops							80.680	4
Good	6	16	117	61	33	33		
Moderate	12	32	68	35	28	28		
Bad	19	52	8	4	39	39		
Total	37	100	193	100	100	100		
Present at Chi-Square Value indicated , Asymp.Sig. (2-tailed)= >.05								
Chi-square Analysis was performed on the absolute number, not the percentage								
Note: HH = Huai Hee Destination, UP = Umphang Destination, MTM = Mae Ta Man Destination								

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